

# CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST



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**NI contractors  
seek salary  
increases**

**Few ask advice  
from chemists,  
says survey**

**Brian McElroy  
new Guinness  
Retail MD**

**DHSS rejects  
free baby  
milk from  
pharmacies**

**BP Conference  
city: Exeter**



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**in soft pastilles or soothing gel**

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## Incorporating Retail Chemist

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## Cosmetic image

Mr Graham Walker's annual assessment of the performance of cosmetics and fragrance houses (last week, p714) is by now an article eagerly awaited and avidly read by many retail pharmacists. If it is less welcome to some of the agency houses, perhaps they should be asking themselves why their relationships with independent chemists leave a lot to be desired.

This year's article was a little later than usual, partly as a result of the industrial and meteorological troubles of the past winter, and in the meantime a number of other *C&D* contributors have had an opportunity to throw the first darts—the ghosts of Christmas past and Christmas future have been called up by "Open Shop" columnists, and last week's "London proprietor" had more to say about treatment meted out to him. Revlon were even persuaded that their best course was to face their critics through a series of direct-contact meetings arranged by the National Pharmaceutical Association.

Some more telling remarks have been put to *C&D* recently by a northern pharmacist whose premises refit story will be told in a forthcoming issue. Aiming for greater impulse self-selection he required a suitable tester for lipsticks—and not one which would tie up counter space, counters having been kept to a minimum to provide more self-selection shelf-space. A circular purpose-built unit seemed the answer, but despite the pharmacist's offer to pay half the cost, no one was interested in helping him to display their products in his new shop. His comment: "Co-operation from cosmetic houses? Forget it!"

All this adds up to an extraordinary situation. The cosmetic houses put on a wonderful face for the chemist but the widespread reaction from many who have looked more closely is that the commitment is but skin deep. Why? Agencies may present their public image through glossy magazines and department store "islands"—but surely for most the "bread and butter" comes from a wider availability of their products through suitable outlets. Independent chemists?

## NI initiative

Northern Ireland contractors are clearly incensed at their reductions in on-cost and basic dispensing fees announced in February. So much so, that they have taken the hitherto rare step of calling publicly (p728) for increases in remuneration.

Mr T. I. O'Rourke, spokesman for NI contractors on the Pharmaceutical General Council of Scotland, has been given a mandate by a special meeting to represent the Irish dissatisfaction to the Scots. It would then be for the Scottish negotiators to take that into consideration when submitting a claim to the Government. An increase of 50 or 60 per cent in salary might appear high but based on comparability studies, which the previous government favoured, at least, it is reasonable considering the claims of other professions and the four years of restraint. It is now for the Scots to push with the same fervour as the Irish and for the Government to fulfil its commitment to give pharmacy a fair deal.



# NI contractors want 60pc rise

Northern Ireland contractors want a 50 to 60 per cent increase in remuneration to catch up with other professions. At a special general meeting, called last week to discuss remuneration and the recent reductions in on-cost (*C&D*, February 3, p122), contractors unanimously agreed that representations be made immediately for an urgent decision on a more realistic notional salary and for an up-to-date return on capital employed. The views of the meeting are to be presented to the Pharmaceutical General Council in Scotland with whom Irish pay negotiations are linked.

The meeting felt that after four years of pay restraint contractors' salaries would need at least a 50 to 60 per cent increase to catch up with gains of other professions, notably nurses and teachers, whose claims were receiving attention. Mr T. I. O'Rourke, contractors' negotiator, was main speaker at the meeting and is a member of the Scottish Council.

## Ten candidates for Scottish Executive

Ten candidates are presenting themselves for election to the Pharmaceutical Society's Scottish Department Executive. There are six vacancies to be filled and only one of the retiring members is not standing again (all retiring members are signified\*).

Robert Arthur Brodie, Balerno. Registered 1950, employee in general practice.  
George Milne Burness\*, Dingwall, 1966, proprietor.  
Alexander Cowan\*, Bannockburn, 1945, proprietor.  
James Hay Henderson\*, Dunfermline, 1945, superintendent of a Co-operative society.  
Henry Keith Holme, Galashiels, 1954, proprietor.  
John Irvine, Largs, 1959, manager in general practice.  
Ian Matthew Mullen, Leith, 1970, proprietor.  
Sheila Helen Paterson\*, Aberdeen, 1965, former chief administrative pharmaceutical officer.  
James Stewart\*, Glasgow, 1942, proprietor.  
Geoffrey Nicholas Vernon, Glasgow, 1976, staff pharmacist.

## PSNC elections

The following candidates have been nominated for the Pharmaceutical Services Negotiating Committee's interim elections:

Region 2 Yorkshire: L. Calvert, Leeds; J. A. Connor, Cottingham; I. Libbish, Bradford. 3 Trent: E. H. Dickinson,

Doncaster; F. J. Hind, Leicester; R. M. Onley, Nottingham. 5 N. W. Thames: S. Blum, W10; I. Deitsch, W1; J. Kirby, Welwyn Garden City; L. Robertson, Luton. 7 S.E. Thames: P. C. Holman, Bexley Heath; G. C. Lowson, Maidstone; E. G. Smith, SE19. 8 S.W. Thames: D. W. Higgins, Surbiton.

10 Oxford: P. B. Dean, Oxford; E. Lucas-Smith, Langley; C. J. Nicholson, Wooburn Green. 11 South Western: A. O. Bond, Glastonbury; S. R. Thomas, Totnes. 12 West Midlands: D. R. Johnston, Stoke on Trent; G. H. Lee, Coventry; A. H. Moseley, Birmingham; B. J. Teague, Shrewsbury; P. R. Tilley, Brierley Hill. 13 D. M. Billington, Southport; R. Clitherow, Liverpool, J. Williams Crewe.

Mr Higgins (S.W. Thames) is elected unopposed.

Voting papers are being despatched by June 1 and must be returned by 12 noon June 18.

The remaining six NHS regions already have a sitting member and no elections are being held here (*C&D*, April 28).

## Beecham get ban on cut-price medicines

A Chesterfield shopkeeper was banned in the High Court this week from selling Beecham's medicines at less than the company's fixed retail prices. Mr Richard Dawson, trading as Victory Discounts,

Whittington Moor, Chesterfield, and as Wisebuys, Staveley, Chesterfield, was not in court to oppose the grant of temporary injunctions to Beecham Group Ltd pending the trial of their action against him.

Beecham's counsel, Mr Gavin Lightman, told Mr Justice Oliver that proprietary medicines were among goods exempted from the Resale Prices Act 1964, which abolished resale price maintenance. Mr Dawson's cut-price activities were referred to the company by the Proprietary Articles Trade Association last August, but, despite warnings, he was still selling Beecham products at reduced prices in February.

Mr Colin Atkinson, Beecham's branch sales director, said in a sworn statement that the company's products were supplied on the understanding that they would be resold at prices in current price lists. He said that Mr Dawson's conduct was unfair to other retailers who complied with the company's resale price maintenance conditions.

In a similar application before another judge, Chemcut Ltd, Cheltnall House, Lombard Street, Newark-on-Trent, gave an undertaking not to sell Beecham's products at prices below the current price list, until judgment in Beecham's action or further court order.

## Register loses 12 pharmacies in April

There was a net loss of 12 pharmacies from the Pharmaceutical Society's Register of premises in April. In England, 26 closed down, two of which were in London and 19 opened up, five being in London. In Scotland one opened up and three closed down and in Wales three closed down.





# Few seek advice from chemists

Less than 2 per cent of a sample population, with a short-term health problem, had consulted a chemist in the 14 days before interview. However, 18 per cent of males and 16 per cent of females with short-term problems had consulted someone other than a GP, according to the General Household Survey 1977 (HM Stationery Office, £7.25).

The survey, prepared by the Government statistical service, contains data obtained from interviews with about 25,000 adults living in private households throughout Great Britain. The survey has collected information on various topics since 1971 but the health section underwent a major change in 1977 so that the results are not comparable with earlier years. More emphasis was placed on the respondents' ideas of their health, with questions designed to show how they coped with ill health and what effect it had on their lives.

## More women sufferers

From the results it would appear that women suffer more from ill-health, or think they do, than men. About 70 per cent of women considered they had a chronic health problem compared with 56 per cent of men although the difference between sexes was greatest in those aged 16-44 years and the rates converged for the older age groups. Regarding special care taken by this group, a third of the men and two-fifths of the women said they regularly used some form of medication which in the great majority was prescribed medicine.

Again, in each socio-economic group, a higher proportion of women reported chronic ill health than men but there was a clear association between the socio-economic group and chronic health problems: the professional group showed the lowest proportion, 49 per cent men and 61 per cent women compared with 65 per cent and 79 per cent in the unskilled manual group. Those in the professional group were less likely to have seen a doctor in the year and in the 14 days before interview than those in the semi-skilled and unskilled groups. Women in the professional group reported considerably more prescribed medication, 19 per cent, compared with figures of 13-15 per cent in the other groups.

However, with short-term health problems, there was no difference in the incidence between the socio-economic groups. But women in the professional groups were more likely to have taken prescribed or non-prescribed medication for the problem than women in other groups, although women in the lower socio-economic groups were more likely to have consulted a GP about short term



Mr A. Williams, MPS (centre) area pharmaceutical officer, Salford Trafford and Wigan Area Health Authorities, has won this year's Merck Sharpe & Dohme award for the advancement of hospital pharmacy. He gave his award-winning paper, "The role of the pharmacist in improving compliance in elderly patients," at a recent conference on "Drugs and the elderly." After his lecture, Mr Williams was congratulated by Mr C. R. Hitchings (left), president of the Guild of Hospital Pharmacists, and presented with an engraved silver salver by Mr W. A. Slater (right), MSD's registration manager and chairman, British Institute of Regulatory Affairs.

ill-health. In general, with short-term ill-health, most people took non-prescribed medication only, although the older age groups were more likely to take prescribed medicines.

With regard to health in general, only 23 per cent of the men in the sample population reported nothing wrong and only 15 per cent of the women. However two-thirds of the men interviewed and over half the women said that, on the whole, their health in the preceding year had been good. About 12 per cent of the population had asked advice about health problems from someone other than a GP, but only 1 per cent had asked this advice of a chemist or their assistants.

## Drivers should be warned on OTC drugs

A symbol such as a steering wheel motif should be used on the packs of OTC medicines which are liable to affect driving ability, according to Dr J. Harvard, principal deputy secretary of the British Medical Association. In an article in the Department of Health's *Health Trends*, he says that under the present system which requires only antihistamines to be labelled "caution This may cause drowsiness. If affected do not drive or operate machinery" that by the time a driver realises he has been affected it may be too late to prevent an accident. Also many other drugs could affect driving ability.

Some suggestions Dr Harvard then gives to patients who are taking CNS-active drugs are—not to exceed the stated dose, not to drive until the nature and extent of any adverse effects are known; not to take other medicines during treat-

ment, unless prescribed and to avoid drinking alcohol; not to drive when feeling unwell. Dr Harvard also suggests that drivers should take hyoscine-containing preparations on a short ferry trip to prevent motion sickness rather than those containing antihistamines.

## Price commission is abolished

The new Conservative Government is to abolish the Price Commission. A Bill to be introduced soon will aim to end the Commission's reign by July, and no further references will be made to it. However, the Government intends to strengthen the powers of the director general of fair trading and of the Monopolies and Mergers Commission to ensure that competition provides a stimulus for keeping prices down. The Budget will be on June 12.

## Bottle appeal

Patients are being urged to "return their empties" by chemists in Lanarkshire because of a shortage of medicine and other bottles in the area. The local health board has blamed the shortage on industrial action that restricted supplies of bottles coming from a Yorkshire-based manufacturer.

Although the dispute is over, the board has said there is a "serious shortage". Mr Stanley Driver, the board's chief administrative pharmaceutical officer, said "Stocks of glass bottles at pharmacies in Lanarkshire are at a very low level. There is a temporary shortage, but the main problems with the pharmacy are the slow turnover of prescription



# 'NHS drug costs keep pace with inflation'

Although the cost of drugs supplied under the NHS in Britain had risen from £50 million in 1951 to £400m in the mid-1970s this was only a reflection of general inflation. Dr W. Duncan Reekie, lecturer in business economics, University of Edinburgh, giving the first APS Wallace Hemmingway Memorial Lecture at Bradford University last week, said that drug costs had remained at a more or less steady proportion—8 to 10 per cent—of total NHS expenditure.

Dr Reekie said that the average return on capital invested in the British drug industry was about 18 per cent pa and this was in line with the average for other industries, indicating that "excessive profits in the drug industry" was a myth. British drug companies spend over £150m pa on research and development and companies attaining top position in one year can slip to 20th or lower in the following year. Dr Reekie defined reasonable profit as "a profit just large enough to call forth onto the market goods of the nature and quality that consumers are prepared to pay for". In Britain, patients consumed, doctors chose and the Government paid, so it might be thought that there was no constraint on the industry and prices can be set high. Largely for this reason the Government operates the pharmaceutical price regulation scheme (PPRS) and in the US the concept of maximum allowable cost (MAC) is used to achieve the same objective. It was Dr Reekie's view that schemes like the PPRS and MAC were wasteful and unnecessary. The mechanism which actually held prices down to reasonable levels was that of competitive entry to the market. Dr Reekie said the research studies had shown that competitive entry was frequent and effective and reduced prices. A clear example was the price of antibiotics, which fell markedly from the early 1960s onwards.

## Innovation reduced

Dr Reekie presented statistical evidence to show that doctors were price-sensitive in respect of drugs which have similar uses and effects, but their price-sensitivity was much less in respect of drugs which have a significant advantage over the competition. Drug regulatory laws in the US had reduced innovation there, even though research and development budgets had not been cut. At the present time 50 per cent of development and clinical trial work undertaken by American drug companies was done outside the US, although it was all done inside the country before the introduction of regulation. The UK had benefited from American companies coming here to do this work, and there were now new and effective drugs on the market which were still denied to Americans. A similar

situation might come about here if regulatory laws were not relaxed.

According to last year's report from the Price Commission, Dr Reekie said that companies have had to engage on average 30 per cent extra staff for quality control work as a result of the Medicines Act 1968, which began to bite in 1971 and was now fully in force. The same report indicated that at least 500 products had left the market altogether and that legislation was forcing up the prices of unbranded generic preparations. Sales of aspirin and paracetamol tablets in packs of more than 25 tablets were soon to be restricted to pharmacies only. Dr Reekie believed that such controls were unnecessary because patients were responsible people and did not need the protection of an over-zealous regulatory authority. Legislation merely caused exit from the market and reduced price competition.

## Jeyes lose damages in Appeal Court

The Jeyes disinfectant group, who paid out £111,000 to commercial customers over the effects of a food-tainting chemical in one of their products, are not entitled to recover the money from the suppliers of the chemical, three Appeal Court judges ruled on Tuesday. The Court set aside a £135,430 High Court award of damages and interest won by Jeyes in November, 1977, against Coalite and Chemical Products, of Buttermilk Lane, Bolsover, Chesterfield, Derbyshire. Jeyes were said to have been flooded with customer complaints after they introduced the Coalite chemical, known as 6 COC, into Jeypine disinfectant as a substitute for the usual "aromatising" ingredient, which was in short supply. Although there was no danger

to health, Jeyes had to destroy all stocks containing 6 COC because its airborne taint affected customers' food stocks.

Lord Justice Megaw in the Appeal Court said Jeyes claimed that Coalite had represented that 6 COC was suitable for use in a disinfectant. The judge said there was no evidence to this effect. In fact, Coalite had suggested the exact contrary, but Jeyes still insisted on placing the order for 6 COC. There had been no fault on the part of Coalite. It could not be said that they failed to supply goods of the right quality. There was no defect in 6 COC—as 6 COC, it was perfectly good. Lord Justice Bridge and Lord Justice Templeman agreed in allowing Coalite's appeal, with costs.

## Goggles top on TV

The 1979 television advertisement for Goggles is now being screened and has come top of the chemist interest top ten compiled by the Television Advertising Bureau (TABS) for the period March 7 to April 3. TABS regularly compile a league table of "interest" levels among a panel of 3,500 viewers in the London television area. A separate table comprised of products of special interest to chemists places the Goggles campaign at the top with Andrex close behind.

The following list has been prepared by TABS for C&D (a score of 50 is a good average, 81 the highest ever and 30 is reported as low):

Goggles	64
Andrex	63
Kleenex toilet tissue	56
Dettol	56
Dettol cream	52
Polaroid 'Lookers'	51
Fabergé Brut	49
Scotties Tri-Ply	48
Pears moisturiser	48
Pears shampoo	47

During this period apparently there were comparatively few campaigns for chemists products and of those monitored few scored particularly well. More information and reports covering all advertised brands are available from TABS at 12 Greek Street, London W1.

Approved Prescription Services Ltd provided the funds to inaugurate the Wallace Hemmingway memorial lecture. Seen here with Dr W. Duncan Reekie (second from right) who delivered the inaugural lecture are, from left: Professor D. Mathieson, chairman, undergraduate school of studies in pharmacy, University of Bradford; Mr K. Hemmingway, managing director, APS; Mr J. Hemmingway, administration director, APS; and Mr S. North, chairman, APS.





# Numark Star Buys will add to chemists' profits.

Numark Star Buys – two ranges of fabulous brand leader products to pull extra customers into Numark chemists in May and June.

The first selection will be on sale from May 14th to June 2nd and a completely different range from June 4th to 23rd. Yet another example of Numark's policy of nationally advertised promotions and merchandising building extra sales and profits.

## SUPER ZODIAC PENDANT OFFER.

Exclusive to Numark. These attractive sterling silver Zodiac pendants at a bargain price of £4.45 will be a real draw for Numark customers. A super offer which will feature in the national advertising.

## STAR MERCHANDISING MATERIAL FOR BIGGER SALES.

For this star-studded promotion, there's a sparkling collection of point of sale material to help Numark chemists make the sort of eye catching displays which build sales and profits.



## YOUR PERSONAL VALUE SHOP.

For further details, ask your local Numark wholesaler or contact Numark Central Office, 51 Boreham Road, Warminster, Wilts. Tel: 0985 215555.

## TWO BURSTS OF NATIONAL ADVERTISING.

Over 13 million customers will see Numark's great Star Buys and Zodiac pendant offer in two bursts of advertising in May, then in June.

72% of all housewives will see Numark advertisements on the TV page in Daily Mirror,

# Numark Star Buys

**SUPERBUYS**

Silvikrin Shampoo 125ml Only **32p**

Silvikrin Hair Spray 200gm Only **48p**

Brylcreem Medium Only **33p**

Dr White's 2 Size 2 III Only **33p**

Pennywise Only **24p**

**Sterling Silver Zodiac pendant for only £4.45**

A sterling silver pendant and chain, delicately worked with your choice of birth sign, complete in an elegant presentation case, and a whole lot of great family buys. That's what's in store for you at your local Numark shop now. Pick up your order form for your own Zodiac pendant when ever you buy any of this month's offers from Numark.

**Your personal value shop.**

Saxion Antiseptic Liquid 500ml Only **54p**

Clearasil Cream and Lotion 100gm Only **79p**

Johnnie's Baby Lotion 285ml Only **68p**

Mackle's Toothpaste Large Only **23p**

Right Guard Double Protection Family Only **59p**

Kleenex Tissue Box 100 Only **35p**

Right Guard ZR Roll On Only **45p**

Kleenex Baby Wipes 39p

Sponsored by Independent Chemists Marketing Limited  
Cosmetics, Perfumes, Baby Products, Photographic Aids, Toiletries.

Not all available in stock. Offers current till 23rd June. Suppliers at discretion.

Daily Record and full pages in Woman's Own, Woman's Realm and Woman's Weekly. Look out too for the Superbuy ads in Woman's Own, Woman's Realm, Woman's Weekly, TV Times, Weekly News.



# New Dove 3 disposable razors - for ladies only

Stock our new disposable razors and you could help put an end to one of the great bathroom arguments. For women who want a smooth comfortable razor can at last have a disposable all of their own.

Dove's arched handle and angled blade design is ideal for women and its distinctive grey and white colour means it won't get confused with traditional mens razors.

In its attractive pack Dove is sure to be a big seller, so contact your local wholesaler or Holdwood today and put your razor sales a cut above everybody else.

Holdwood International (Cosmetics) Ltd.,  
Guildford Chambers, 54 Cheapside, Luton, Beds.  
Tel (0582) 39606



Order now from  
Numark, Sangers,  
Unichem or your local  
wholesalers.



**Husbands everywhere  
are crying out for the new  
Dove ladies razor**



**Dr Alec W. Clark**, chairman, Beatson Clark & Co Ltd, has relinquished the post and has accepted an invitation to become the first president of the company. He is succeeded by his son, **Mr David B. Clark**, who becomes chairman and managing director. Dr Clark joined the board in 1932, became sole managing director in 1945 and chairman and managing director in 1960.

He was awarded an OBE, for services to the glass industry, in 1963 having held numerous appointments within the glass industry. Mr Clark joined the company in 1958 at the Barnsley glass-works. He became assistant to the managing director in 1960, joining the board in 1964. In 1977, he became deputy chairman.

**Mr Ian Beecham, MPS**, a proprietor pharmacist from Norton, Yorkshire, recently broke what he believes to be a world record when he conducted hymn tunes non-stop for 25½ hours. The Salvation Army bands, all from Yorkshire changed about during the musical marathon but 28-year-old Mr Beecham and a few individual players kept going. About £400 was raised for the Malton Salvation Army hall and Mr Beecham, band master of the Malton band, said many of his customers sponsored him and also donated after they had read about his effort in the local newspaper.

**Mr J. B. Hough, FPS**, has been appointed to the post of director to the Welsh committee for postgraduate education for pharmacists serving the NHS in Wales. This is a three-year appointment based on the Welsh School of Pharmacy, Cardiff, and the director will organise, arrange and integrate postgraduate courses for pharmacists in Wales. Mr Hough was a student at the Welsh School of Pharmacy 1936-38 and much of his earlier career was spent in hospital pharmacy. He is author and co-author of a number of publications dealing with pharmaceutical hazards, organisation and work of a hospital pharmacist and the extemporaneous preparation of antibiotics.

## Deaths

**Horne:** At St Columba's Hospice, Edinburgh on May 8, Miss Elizabeth Smart Horne, MPS, 9a Leslie Place, Edinburgh. Miss Horne qualified in 1926.

**Robertson:** At Larkfield Hospital, Greenock, on May 4, Mr James Duff Robertson, MPS, 119 Finnart Street, Greenock, Renfrews. Mr Robertson qualified in 1927.

## News in brief

□ A revised list of recommended limits for airborne concentrations of over 500 potentially toxic substances has been published by the Health and Safety Executive, Guidance Note EH 15/78 (HM

by Xrayser

## Factor stands

When I read those Open Shop articles from other proprietor pharmacists, I sometimes feel that we speak with the same voice, particularly when I see the names of companies from whom I seem to have had identical treatment. Take Max Factor for example. We too have an ancient stand improvised from Factor display trays, which aren't really suited to the present range of Maxi product, nor do they allow for massive display of Creme Puff (surely their best line?). As a result Factor sales just don't reach their potential.

Like the London proprietor I was offered a new stand, but had to buy £250-worth of new stock. I didn't. No one running a small suburban shop can stand that kind of armtwist to update selling aids which ought to be provided as a matter of course. As for Merocets, I again had the same treatment. Big handsome bonuses for years—certainly good enough to warrant buying once for the winter in spite of what the efficiency bods might tell us about stockturn—but after some five years of steady build up . . . nothing, no reps, no bonus, no sales, except for the odd dozen from the wholesalers. So now I sell Strepsils! [See letters, p756—Editor.]

## To go . . . or not to go

It's quite a while since I have been to St. Albans. Not since my courting days in fact, when we used to visit all the interesting places within a reasonable radius of our home town. But I remember the grandeur of the cathedral, and am looking forward to the NPA Show for another visit, if I can arrange it. The trouble is that I seem to have such a busy calendar of events that to give up even a day for what on the face of it appears to be an exhibition of business aids will take some working out. However the NPA deserves our support, particularly after such skilful PR work, so I think I shall make a visit. I wonder, to remain incognito, whether I should shave off my beard or dye my hair, or wear false whiskers?

## The anti-hero

Optrex announce they are spending £500,000 no less, to make us heroes in the eyes of our customers. But when you look at how they are going to achieve this result I am not so sure that I want to be one of their heroes. Look at how it is to be done. Eye Dew will apparently give my young customers "smashing flashing eyes in seconds", while Optone Crystal Clear will "effectively take 10 years off their eyes in 10 seconds!" Really? I think that companies trying to sell to (and hence through) pharmacists ought to tell us what is in their products to effect such miracles. I am also advised to put Clearine with my proprietary medicines. Where else for a "P" category medicine, may I ask?

Stationery Office. £0.30). The list contains 24 new threshold limit values (TLV) including chloroform and paraquat plus 37 substances, including aspirin and ethylene dichloride for which there are proposed TLVs.

□ More than 12½ cwt of various forms of medicines have been handed in to chemists during the first two weeks of the Lothian Health Board's month-long campaign to collect unused medicines.

□ The latest Family Doctor booklet is entitled "Feeding growing children" and is written by Dr Phyllis Mortimer.

□ The May revision of prices to the Scottish Drug Tariff includes contraceptive devices and hypodermic syringes.

□ BP Chemicals have issued a technigram on propionaldehyde, a product used as an intermediate in the manufacture of perfumery and pharmaceutical chemicals and as a modifier in the polymerisation of vinyl monomers. Details on material properties, and storage and handling are included. Technigram C133, propionaldehyde, is available from BP Chemicals, Belgrave House, 76 Buckingham Road, London SW1.



# COUNTERPOINTS

## Libresse Bodyform—made to fit the shape of the body

Libresse Bodyform, as its name implies, is a new sanitary towel designed to fit the shape of the body—rather than having its shape dictated by the capabilities of production machinery.

Bowater-Scott began their research for the product by taking Plasticine "imprints" of women of different ages and builds when they were lying down, walk-



ing about, sitting or standing. Having arrived at the "ideal shape" for a sanitary towel, they designed machinery to produce it. In Bodyform the thickness is concentrated in the centre of the towel giving greater absorbency where it is most needed. Unlike conventional "brick-shaped" towels, it is tapered at both ends so that it cannot be seen even through the tightest clothes.

Promotional backing for the launch



includes a £250,000 advertising campaign in leading women's magazines from July to December, together with an introductory on-pack offer featuring a 15p off next purchase coupon. Point of sale material includes a compact display unit for chemists.

Libresse Bodyform is in packs of 12 towels (£0.48), supplied in cases of 20. Bowater-Scott Corporation Ltd, 68 Knightsbridge, London SW1X 7LR.

## Burberrys and Arden fragrance agreement

Burberrys Ltd and Elizabeth Arden Inc have entered into an agreement on a royalty basis jointly to develop a new range of fragrances for men and women bearing the Burberrys name. This new range of prestige fragrances is to be marketed and distributed in selected countries throughout the world by Elizabeth Arden. Elizabeth Arden Ltd, 20 New Bond Street, London W1A 2AE.

## Tums colour

The dominant colour of the now-available Tums pack will be blue instead of green. Berk Proprietaries, Station Road, Shalford, Guildford, Surrey GU4 8HE.

## New Actifed packs

The Wellcome Foundation Ltd have brought out new brighter cartons for Actifed compound linctus and Actifed syrup with a more up to date typeface and black and white bars across the packs a third of the way up. The Wellcome logo is strongly featured in the bottom panel.

To enable the pharmacist to display these new packs effectively, Wellcome have also introduced a Perspex box which

is only open at the back so that the pharmacist has sole access to the display. Wellcome Foundation Ltd, Temple Hill, Dartford, Kent DA1.

## Maxi additions for summer

Max Factor have added a new range of lip gloss products to their Maxi range. These are said to "colour like a lipstick and shine like a gloss" and instead of being stroked on they are squeezed on. Maxi colour lip gloss (£0.70) will be available in six shades: spicey cocoa, hot date, raisin, wild wine, candied coral and dusky rose, and will be on counter from June.

Also new to the Maxi range are colouring pencils (£0.69) and eyeliner pencils (£0.55). The colouring pencils are for accenting eyes and come in moonstone, willow, sandstone, silver birch, sapphire, holly, peat brown and slate. There are four shades of eyeliner pencil—jet black, midnight blue, tobacco and conifer.

An extra light cologne and a perfumed body smoother have been added to the Just Call Me Maxi fragrance range. The cologne (100ml) will be available with either a perfumed body smoother (55ml) or a perfumed talc (70g) in a duo pack (£2.95). Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.

## Crunchy Bemax goes national

Crunchy Bemax is a new product introduced by the Vitamins Co (owned by the Beecham Group Ltd). An extension to their original standard Bemax, Crunchy Bemax is a cereal additive which is said not only "to do you good but tastes delicious too." The combination of wheatgerm and bran with glucose and barley syrups gives it a nutty flavour and crunchy texture. It is a product that is expected to accompany and supplement traditional breakfast cereals and other convenience foods to complete their nutritional value, yet is a natural concentrated food in its own right.

The company believes that Crunchy Bemax's high iron content is of particular value to women of menstrual age when their blood iron level may be low. Crunchy Bemax will be available from chemists, health food shops and grocery outlets, in one size (10oz £0.44).

Throughout the month Boots are promoting Crunchy Bemax. Extensive shelf and window displays will be mounted at all their outlets backed with a national advertising campaign. Later, in July, Unichem are planning further promotional activities for Crunchy Bemax.

Test marketed in the Granada television area in May 1977 Crunchy Bemax proved an instant success with consumers, says the company, and not only expanded the market in terms of sales but also in terms of the user profile giving a vastly increased potential to the Bemax proposition.

The Beecham Group are backing this new product with a comprehensive advertising campaign in the women's Press between August and February worth £100,000. A consumer promotion is also scheduled for later in the year offering a storage jar in return for £1.50 and two Crunchy Bemax labels. To complete this launch, money off vouchers for Crunchy Bemax to the value of 6p will be given away in-store, and in the national Press. Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex.

## Summer boost for Rinstead

Sales of Rinstead pastilles and gel are to be given a boost with the start of a new advertising campaign. £72,000 will be spent with all big circulation daily and Sunday newspapers including *The Sun*, *Daily Mirror* and *The Sunday People*. The booster which starts this month will run for three months initially. It is aimed at encouraging more holiday sales of these products. Plough (UK) Ltd, Penarth Street, London SE15 1TR.



# Elida Gibbs launch All Clear nationally

All Clear, the anti-dandruff shampoo with the haircare qualities of a "beauty" shampoo, is to be launched nationally by Elida Gibbs next week under the A & F Pears label. This follows a successful test launch in the southern television area. All Clear, with zinc pyrithione 1 per cent as its active ingredients, is the first anti-dandruff shampoo to be offered with three variants—for greasy, dry and normal hair.

Elida Gibbs say that during the launch period in the south, volume sales increased 14 per cent, seven times the national average. Mr Sacha Hauroid, Elida Gibbs' marketing manager, believes that much of this growth was due to All Clear. The product reached a peak brand share of 11 per cent, which has now settled at 9 per cent, worth £7m nationally. Mr Hauroid admits that the company has never before reached such a large brand share so quickly. Figures from the test launch show 67 per cent repeat purchase and in a small sampling operation, 58 per cent of the replies said that the shampoo was better than the "best available at the time."

Research by Elida Gibbs has shown that 45 per cent of all adults suffer from dandruff at one time or another, but there is only a 20 per cent usership of an anti-dandruff shampoo. Elida's research showed two possible reasons for this. One, a general dislike of what consumers considered the "harshness" of medicated shampoos. Secondly, although such shampoos were efficient for dandruff, they were not satisfactory for regular use, and consequently consumers had to alternate with "beauty" shampoos.

The variant for greasy hair was found to be the fastest mover in the test area, possibly says Elida due to the high proportion of dandruff sufferers with greasy hair—36 per cent of the population have greasy hair and of these 47 per cent suffer from dandruff, according to Elida. The television commercial in the south highlighted the greasy variant but when the product is televised nationally, there will be an additional commercial showing a male user with dandruff and dry hair.

The packaging and perfume has been designed specifically to give a clinical, unisex image. The shampoo is boxed to keep it in line with other medicated shampoos but there is less "air" in the container as the company says consumers are disenchanted with large boxes and small containers.

Advertising for All Clear starts in July and all the £1.2m budget for the first year is to be spent on the two 30-second commercials. A full range of merchandising equipment will be available at the



time of the launch including a special display unit only for chemists. Mr Sacha Hauroid said the company was prepared to make an effort to get a good share of the chemist's trade. In the test area, the product achieved the same share in chemist and other outlets. There are to be special introductory price packs of All Clear at £0.25 for the 75ml size £0.39 for 150ml (usual prices, £0.44 and £0.76). Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.

## Wella competition and Crisan trial

To support their range of conditioners and creme rinses Wella are running a major consumer competition. Called "the Wella hair and health competition" it has been devised around the fact that when your hair looks good, you feel good all over.

The competition, which has already begun, runs through to July 3 and the health theme has been carried through to the prizes available to the winners. The first prize is a week of star treatment for two, all expenses paid at the Henlow Grange health and beauty farm in Bedfordshire. There are three second prizes of a week for one at Henlow Grange, plus 25 hampers of health foods and 50 track suits for the runners-up.

A simple competition has been devised whereby six questions are asked, each of which have three alternative answers. The competitor is required to tick the appropriate box and also complete the sentence, "I use Wella conditioners and creme rinses because..." using not more than ten words.

To support the competition a range of point of sale material has been produced

including a window sticker, a shelf strip, a competition leaflet and entry form, plus a leaflet dispenser. In addition, a consumer advertising campaign provides a coupon on which a consumer may enter the competition. The advertising campaign, which takes place over a period of three months, is being featured in the *Daily Mail*, *Daily Telegraph*, the *Sun* and the *Daily Record* (Scotland) and space has been taken in 19 of the major women's magazines covering both weeklies and monthlies and including the slimming health magazines.

Following the launch of the Crisan range of specialist treatment shampoos last autumn in the 200ml bottle, Wella have introduced a small 15ml (£0.18) "trial offer" bottle covering the four variants—Crisan treatment shampoo for dandruff, greasy, dry and for all hair types. They were introduced with a merchandising unit that holds 48 bottles (twelve of each variant) which incorporates a special holder for the new Crisan consumer leaflet. At the same time, to support the 200ml sized bottles of Crisan, Wella have produced a counter display headerboard which also incorporates a folder for the Crisan consumer leaflets. During the next two months Wella have co-ordinated an extensive advertising campaign for their total Crisan range with both single page and double page spreads in black and white and colour in the *Observer*, *Observer magazine*, *Sunday Telegraph*, *Daily Mail*, *Cosmopolitan*, *Company*, *Scottish Daily Express* and *Woman's World*. Wella Great Britain Ltd, Wella Road, Basingstoke, Hants.

## ON TV NEXT WEEK

Ln—London, M—Midlands, Lc—Lancashire, Y—Yorkshire, Sc—Scotland, WW—Wales and West, So—South, NE—North-east, A—Anglia, U—Ulster, We—Westward, B—Border, G—Glamorgan, E—Eireann, CI—Channel Island.

**Agfa motor cameras:** All areas

**Alka Seltzer:** All except A

**Anadin:** All areas

**Aziza:** All except U, CI

**Crest:** Ln, Y, Sc, We, U, G, CI

**Head & Shoulders:** Lc, WW, NE, A, U, We, CI

**Immac:** E

**Mum:** All areas

**Oil of Ulay:** All except E, CI

**Philishave:** All areas

**Piz Buin:** All areas

**Rennie:** All areas

**Wondra:** Y, NE

**Zest:** M, Lc, Sc, B, G



# The chance to will bring you prickly c

We're making these customers an offer that'll have them bristling to buy a new Ronson Spirotechnic.

And it's not just a much smoother shave.

We're offering them the chance to get £1,000 for their old shaver, whether it's wet or dry.

## A fortune must be given away.

When a customer hands in an old shaver against a new Ronson Spirotechnic, you'll give him a voucher.

By sending it to us, he can get ten 20p tickets in one of five special, fortnightly charity raffles. (They're being held by the Gunnar Nilsson Cancer Treatment Campaign between June 13 and August 8.)

Every customer will have the chance of a small fortune. Because in all, there are over 500 prizes totalling £12,500 in cash.

There are prizes of £10 and £100. And five top ones of £1,000 apiece.

However, if anybody wants to play absolutely safe, we'll exchange his voucher for a straight £2 cash instead of raffle tickets.

## A national campaign that'll hit men right on the chin.

In little more than a fortnight, from June 1 to June 17, we're





# win £1,000 nothing but customers.

plashing out no less than £110,000 on advertising this promotion.

We're taking full-page spaces in the Sunday Mirror and Daily Mirror, the Sun, the People, the Daily Express and Daily Mail.

Besides spelling out the offer, they'll spell out why the Spirotechnic is the world's most advanced shaver. They'll also catch men at the very best time. In the morning, just when they've had the worst from their current shavers.

In addition, we've produced a hard-hitting leaflet and dispenser for your counter.

Which, altogether, puts you within a whisker of spectacular Spirotechnic sales.

What happens to all the old shavers?

Quite frankly, that's entirely up to you.

You can start an antique razor department, open a history of shaving museum, or donate the lot to the Kojak fan club. But please, don't send them to us.



## The Ronson Spirotechnic.



# COUNTERPOINTS

## Numark promoting Star Buys

In order to create an even greater awareness to the consumer of Numark promotions and to help boost sales for the retailer, the next national promotion, to be known as "Star Buys", will run in store until June 2, 1979. The Star Buys promotion will run over two Numark promotions and will feature an exclusive offer to all Numark customers—a sterling silver zodiac pendant, complete with silver chain in a special presentation box for £4.45, inclusive of postage and packing. Closing date is June 30.

Numark chemists will receive a special counter card and order form dispenser in their Star Buys merchandising kit but all the application forms will be handled by a promotion house. The Star Buys promotion will be advertised in the *Daily Mirror*, *Daily Record*, *Woman's Weekly*, *Woman's Realm*, *Weekly News*, *Bradford Telegraph* and *Argus* and the *Aberdeen Press and Journal*. It will also be featured on Ulster television.

The Star Buys' "Superbuy" will be Head and Shoulders shampoo and this will be featured in additional solus advertising in *Woman's Own* and *TV Times*. Polaroid products will also be advertised separately in the *Sun*, *Daily Mirror* and *Daily Record*.

Main lines on promotion include Head and Shoulders; Revlon Flex shampoo and Balsam protein conditioner; Polaroid model 1000; Polaroid 88 P2 twin pack film; Nice N Easy; Steradent tablets; Harmony hairspray; Kotex Simplicity; Mum roll-on complete and refill; Imperial Leather soap; Oil of Ulay and Colgate dental cream.

Supplementary lines will include PLJ; Lotus nail polish remover; Soft 'n Gentle antiperspirant, Soft 'n Gentle roll on. Optional extras include Optrex eye lotion, Optrex drops, Yeast Vite, Phyllosan, Iron Jelloids, Alka Seltzer, Newtons chiropody sponge, Feminax and Johnson dental floss. *ICML 51 Boreham Road, Warminster, Wilts.*

## Blandina in UK

Laurice of London Ltd have been appointed the UK distributors for the German firm of Paul Hartmann AG and now have in stock their Blandina range of nappies and pants. These are available in toddler (12s £1.50), daytime (12s £1.12), nighttime (12s £1.40) and newborn (30s £2.50) sizes. *Laurice of London Ltd, 104 Edgware Road, London W1.*

## New Calpol

Calpol suspension has been repackaged. The mauve livery has been retained, but the pack has a new "chunky" look to it. The bottle is now a compact round shape

and appears to have been reduced in size at first sight, but the packs are flashed to reassure the customer that the fill is still the same. *Wellcome Foundation Ltd, Temple Hill, Dartford, Kent DA1 5AH.*

## Fastidia offer

Lilia-White are promoting Fastidia during May, with a special consumer offer. Packs of 12 Fastidia are flashed "2 Mini pads Free. 12 Mini pads for the price of 10." The offer is available to all outlets and will continue while stocks last. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3D2.*

## Gravindex test

The end-point agglutination for Gravindex slide test for pregnancy has been improved to give better readability. The results on urine from non-pregnant women are now said to be much easier to distinguish from positive results. *Ortho Diagnostics Ltd, Saunderton, High Wycombe, Bucks HP14 4HJ.*

## PRESCRIPTION SPECIALITIES

### GIVITOL capsules

**Manufacturer** Galen Ltd, Lower Seagoe Industrial Estate, Portadown, Co Armagh

**Description** Scarlet and maroon capsules containing ferrous fumarate 250mg, thiamine mononitrate 2mg, sodium ascorbate 56mg, riboflavine 2mg, nicotinamide 10mg, pyridoxine hydrochloride 1mg, folic acid 0.5mg

**Indications** Prophylaxis and treatment of iron and folic acid deficiencies during pregnancy

**Contraindications** Not intended for men, non-pregnant women or children

**Dosage** One capsule daily throughout pregnancy. Some patients may require two capsules daily

**Side effects** Nausea, diarrhoea, constipation and other gastrointestinal disturbances may occur

**Storage** In cool dry place in tightly closed container, protected from light

**Packs** 100, 250 (£2.60, £6 trade)

**Supply restrictions** Prescription only  
**Issued** May 1979

### GERIFIT capsules

**Manufacturer** Galen Ltd, 19 Lower Seagoe Industrial Estate, Portadown, Craigavon, Co Armagh

**Description** Maroon and orange capsules containing ferrous fumarate 250mg, sodium ascorbate 56mg, riboflavine 2mg, nicotinamide 10mg, thiamine mononitrate 2mg, pyridoxine hydrochloride 1mg

**Indications** Prevention and treatment of iron deficiency, particularly in elderly patient where inadequate diet calls for supplementary vitamins B and C

**Dosage** One capsule daily before a meal in mild iron deficiency anaemia; in more severe cases, one capsule twice daily before a meal

**Precautions** Patients with bleeding gastrointestinal lesions may have condition aggravated by oral iron. Iron may impair absorption of concomitantly administered tetracyclines

**Side effects** Nausea, diarrhoea, constipation and other gastrointestinal disturbances occur rarely

**Storage** In cool dry place in tightly closed container, protected from light

**Packs** 100, 250 (£2.20, £5 trade)

**Supply restrictions** Pharmacy only  
**Issued** May 1979

## Tosmilen drops

Tosmilen eye drops (5ml, 0.25 per cent £2.94; 0.5 per cent £3.53 trade) are now available from *Sinclair Pharmaceuticals Ltd, Borough Road, Godalming, Surrey.*

## Licence change

Winthrop Laboratories say that the licence to manufacture and market Biogastrone tablets, Duogastrone position release capsules and Bioral gel are being transferred from Berk Pharmaceuticals Ltd to Winthrop. From May 16 all orders for these products should be directed to Winthrop Laboratories. Trade prices of the packs which will continue to be available are: Biogastrone, 100 tablets, £7.32; Duogastrone, 28 capsules, £4.12; Bioral gel, 5g £0.83. *Winthrop Laboratories, Winthrop House, Surbiton, Surrey KT6 4PH.*

## Film-coats for Cox

Stocks of Cox's yellow sugar-coated oxytetracycline 250mg tablets in packs of 1,000 are now exhausted and will be replaced by yellow film-coated tablets. When stocks of red sugar-coated tetracycline tablets 250mg in 500 and 1,000 packs are exhausted, these will be replaced by red film-coated tablets. Sugar-coated tablets of both 250mg oxytetracycline and tetracycline can still be supplied in batch minimums of 500,000. *Arthur H. Cox & Co Ltd, 93 Lewes Road, Brighton, East Sussex BN2 3QJ.*





# Come rain or shine, you'll still sell lots of Alka-Seltzer<sup>®</sup> this summer.

Holiday-makers will always need Alka-Seltzer, regardless of the weather. So even during the poor summer of last year, our sales dramatically increased.

This year promises to be even better. Heavy advertising support on TV and radio is planned, together with eye-catching counter display kits.

Which means more people taking Alka-Seltzer on holiday.

We would therefore suggest that when you display your sun products, you give a little more space to Alka-Seltzer.

Because one thing's for certain, you can never be sure of the weather.



**Plink, plink, fizz, what a relief it is.**

Miles Laboratories, PO Box 37, Stoke Court, Stoke Poges, Slough, SL2 4YL. ® Alka-Seltzer is a registered trade mark.



# We're spending £5000 a hero in

Very soon, the biggest Optrex advertising campaign ever will break.

A national campaign to tell everyone just how comprehensive the Optrex range is, with a product to meet every eye care need.



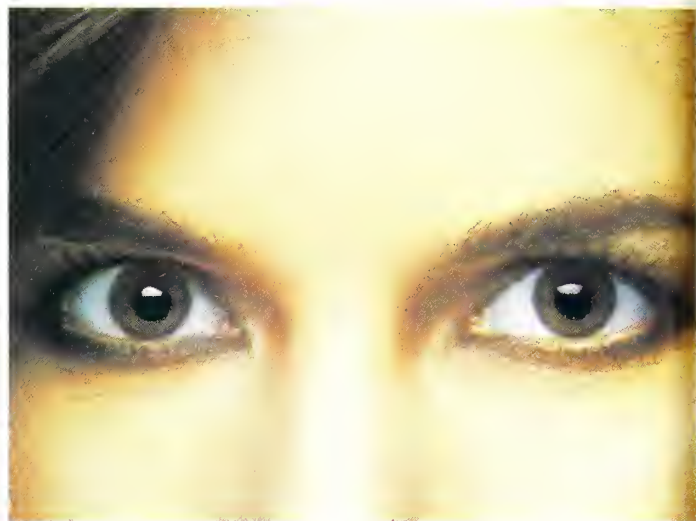
## EYE DEW

Aimed at an exciting market that's literally growing every day.

Young girls aged 15-24 who like to experiment with their appearance and have the money to do just that.

Eye Dew gives your young customers smashing, flashing eyes in seconds.

And it belongs on the cosmetics counter.



## CRYSTAL CLEAR

A product created for women in their thirties who want clear, youthful eyes.

Understandably, a huge market.

Crystal Clear Drops effectively take ten years off their eyes in ten seconds.

And the place for Crystal Clear is the cosmetics counter.





# 1000 to make you your customers' eyes.



## NEW CLEARINE

The chlorine in swimming pools makes eyes sore, red and itchy. So does hay fever.

There are millions of swimmers and a large number of hay fever sufferers.

Which is why we're launching new Clearine, to relieve these symptoms within minutes. Put new Clearine with the proprietary medicines.



**Optrex** Removes redness  
Soothes sore eyes



## LOTION AND DROPS

Optrex lotion is the trusted solution to family eye problems. And now Optrex is available in drops as well as lotion.

Gently antiseptic Optrex relieves and soothes sore, tired eyes.

Today, more and more people use Optrex as an everyday way of refreshing the eyes.

Proprietary medicines is the place.



## Eye care for everyone.



## Kirby back Lacto Calamine with £38,000 advertising

Following the recent announcement by Kirby Pharmaceuticals of a £20,000 promotional and advertising campaign for Puritabs, the company is now placing a further £38,000 behind its soothing lotion, Lacto Calamine. This sum will be invested in a three-month advertising campaign beginning in June, in *Woman*, *Woman's Weekly* and *Reader's Digest*.

The advertisements will show a cartoon of a typical English family of holidaymakers suffering from sunburn, and the copy will outline the benefits of Lacto Calamine as a soothing lotion for sunburned skin, pointing out the pro-

duct's advantage over calamine lotion—it leaves no powdery traces on the skin. As part of the campaign, Lacto Calamine is being repackaged in a modern bottle. Traditional white and pink colouring for the packaging and lettering will be retained. *Kirby Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk.*

## Enzypharm products

Rona Laboratories Ltd have been appointed sole distributors for Enzypharm Biochemicals Ltd. *Rona Laboratories Ltd, Cadwell Lane, Hitchin, Herts.*

## Tea for two offer with Hermesetas

Hermesetas have got together with Twinings to offer a special "Tea for two" promotion on the Hermesetas 300 and 650 packs over the next few weeks.

Each 300 and 650 pack will have a miniature caddy blistered on to the pack containing enough tea for a pot for two. There are four different teas in the promotion, Earl Grey, Assam, China (Keemum), and Ceylon. The special backing cards are printed in brown. *Crookes-Anestan Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*

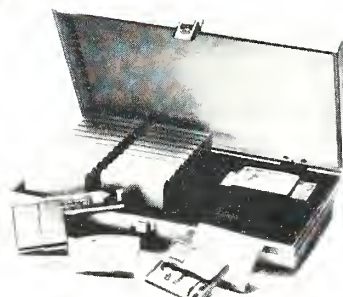
## "Ear Piercing?"

**"IT'S SO EASY AND PROFITABLE  
I WISH I'D STARTED  
YEARS AGO"**

It was just eight months ago, that I started and last week I did my 150th piercing. Making about £3 profit a time you can see why I wish I'd been doing it for years.

I pierce in the open shop, and it's so quick - faster than making up a prescription. What's really surprising is I've got a lot of competition but it would seem that people prefer to put their trust in piercing at a chemist shop - and not only that - I'm using the safest system in the world - Inverness, the only disposable system.

**Inverness  
Ear Piercing kits  
start at £29.**



N.B. The above is based on an actual example. The picture is of an actor

Please send me an Inverness brochure ☐  
Please ask a representative to telephone me to arrange a No Obligation demonstration ☐  
Name   
Address   
Telephone No   
*Louis Marcel Ltd, 12 Bexley Street, Windsor. Tel: Windsor 51336.*

## Trade buyers competition

Franchise Fragrance have launched a Niki Lauda competition for UK trade buyers. The first prize will be an all-expenses paid long weekend for two in Italy. The highlight is the opportunity to see Niki Lauda in action at the Grand Prix. Runner-up prizes are Italian leather brief cases and Niki Lauda electric car racing sets.

The competition closes at the Brighton Trade Fair in July and it is hoped that Niki Lauda will be able to attend to make the draw. Further information is available from Ms S. Redwood on 01-491-4196. *Franchise Fragrance & Cosmetic Distributors (UK) Ltd, 22 Grosvenor Street, London W1X 9FE.*

## Four more shades from Cutex

Cutex have introduced four new shades to their range of nail polishes (£0.58): toffee apple, cocoa fudge and butter-scotch are creme polishes and brandy-snap is an opaline shade.

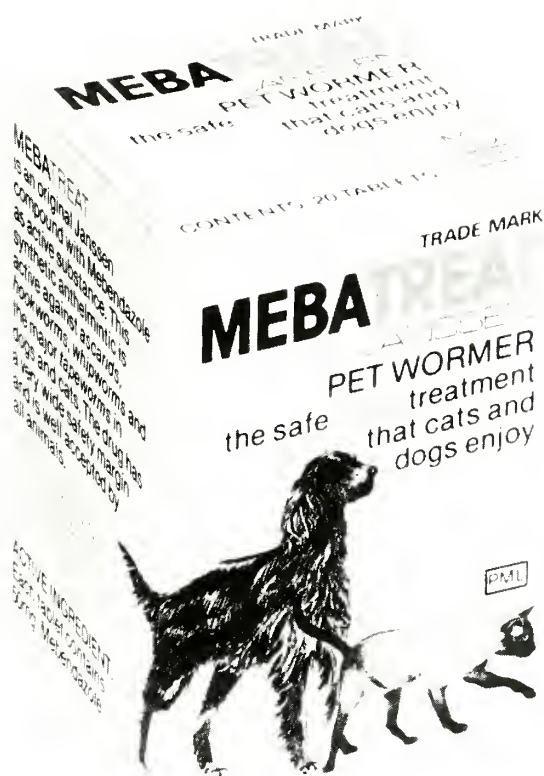
Three new creme shades (£0.72) are also being introduced to the range of Cutex Strongnail enamel with nylon.

They are bloodstone, agate, and tigers eye. *Chesebrough-Pond's Ltd, Victoria Road, London, NW10 6NA.*

## Cedar Wood for Fathers' Day

Goya are introducing special blister packs of Cedar Wood after shave 98ml with a wristlet for the tennis player (£1.50) or a golf ball (£1.65). Advertising on Radio Luxembourg and in the national Press will be appearing up to Fathers' Day, with additional support in the sporting Press. *Gc, a International Ltd, 161 New Bond Street, London W1Y 0LN.*





# The safe tasty treatment that cats and dogs enjoy!

Stock Mebatreat and win customers.

Mebatreat is an original Janssen compound, having Mebendazole as active substance. This synthetic anthelmintic is active against ascarids, hookworms, whipworms and the major tapeworms in dogs and cats.

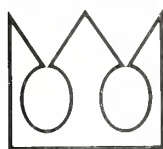
You can happily recommend Mebatreat to your customers in the certain knowledge that the drug has a very wide safety margin and is well accepted by all animals.

***Happy customers-Happy pets  
Happy you with BIG PROFITS  
from MEBATREAT!***

**ORDER  
FROM YOUR  
WHOLESALE  
NOW!**

or write to  
Crown Chemical Co Ltd  
Lamberhurst Kent

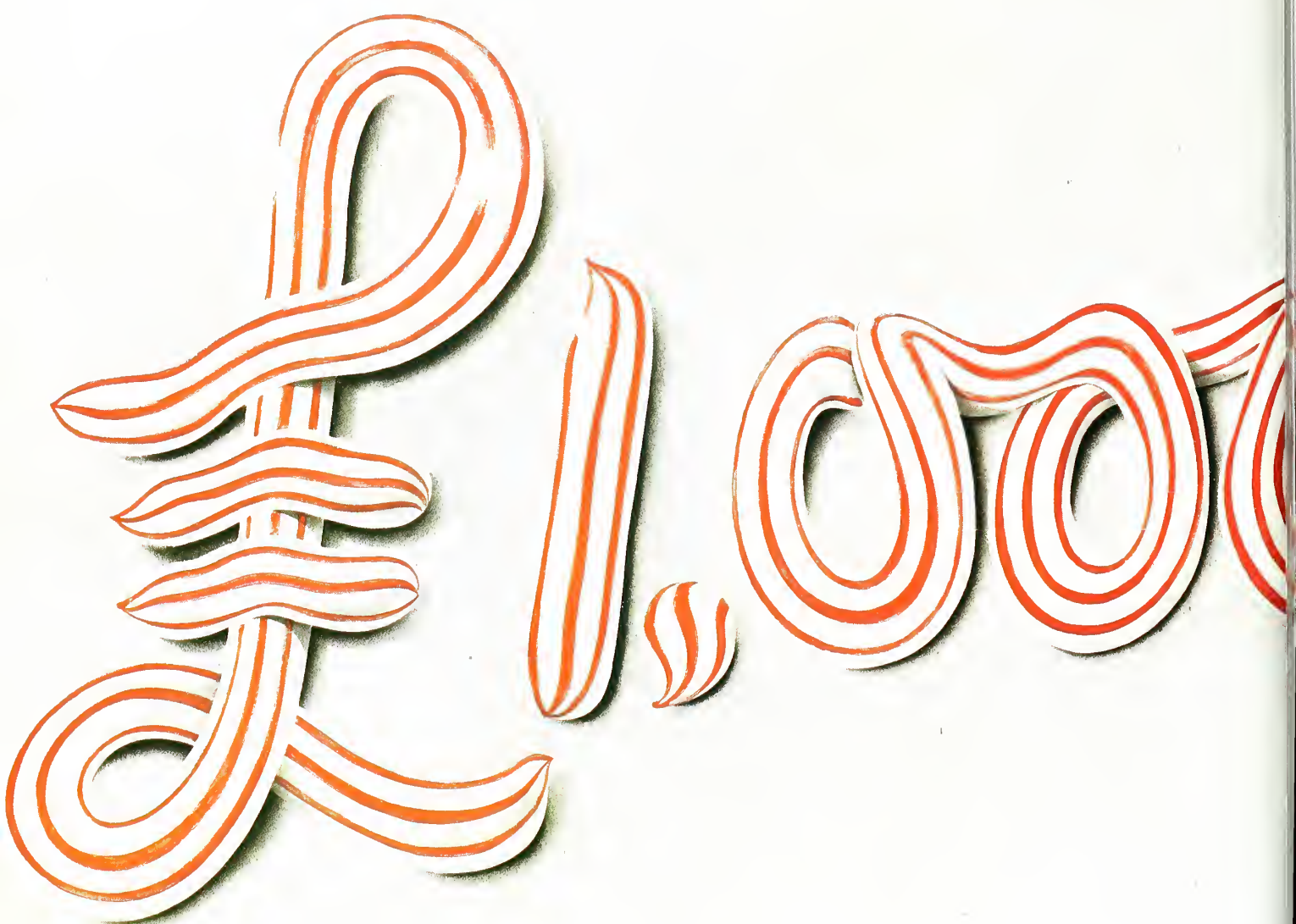
**HEAVILY  
ADVERTISED IN  
PET PRESS**



**Crown  
Chemical**

Lamberhurst, Kent.



A large, stylized graphic of the number '£1,000,000' rendered in a thick, 3D font. The characters are white with multiple concentric orange-red stripes, giving them a candy-cane or licorice appearance. The graphic is positioned at the top of the page and has a slight drop shadow.

## **A little something to help you**

We're launching a completely new Signal with £1,000,000 in TV nationwide, children's press and direct-to-dentist publicity.

New Signal with fluoride has a more squeezeable paste – and a tastier taste children preferred in trials to any other toothpaste.

And naturally, the more children like the taste, the more they're likely to brush. This means more Signal for more children and much more in toothpaste sales for all of you.





# sell the taste children prefer

There's no doubt that 1979 will be a really great year for Signal. Stay well stocked and squeeze from it all the sales you can.





# Whichever way you look at it Euthymol's new pack is unmistakeable

The new Euthymol pack has total brand identification—a strong name display designed to keep Euthymol moving off your shelves and gondolas.

And to help you stock up with the new pack, right now there's a special bonus linked to going-on-holiday sales. For details talk to your Halls-Hudnut representative or your local wholesaler.





# Devon—no newcomer to hosting conferences

by Stuart Thomas, MPS

THE venue for the 1979 British Pharmaceutical Conference is the University of Exeter and it will take place September 11-14. This will be the fifth Conference to be held in Devon—the sixth annual Conference also used Exeter as a venue in 1869, Plymouth were hosts in 1877 and 1899, and Torquay in 1947.

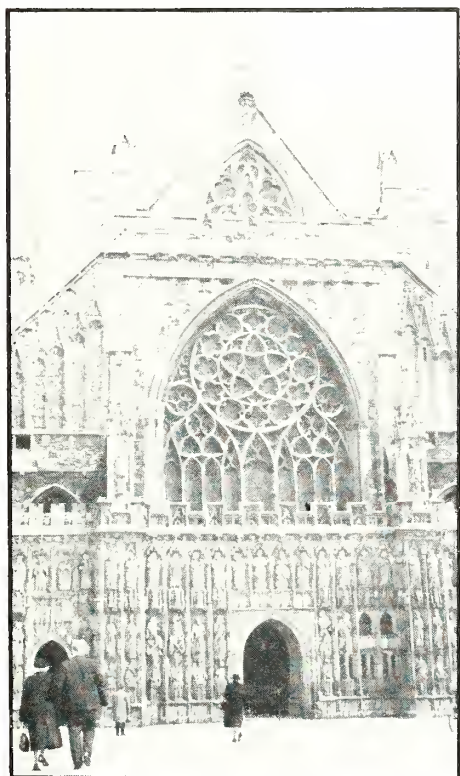
Reading the reports of the 1869 Conference one is struck by certain similarities between pharmacy then and now. Then, Mr Edward Smith, a pharmacist from Torquay, read a paper entitled "On pharmaceutical responsibilities and remuneration" in which he stated "the present remuneration of pharmacutists is wretchedly inadequate, and in no way

one is really made aware of how much the world of pharmacy has changed in little over one hundred years. In 1869 the papers dealt exclusively with naturally-occurring drugs, whereas the science discussion forum this year will be considering "Radiopharmaceuticals — production, quality and legal control and use". The papers to be presented at the other science sessions will also deal with subjects completely beyond the ken of those nineteenth-century pharmacists, and even today's Conference goes may well be surprised at the speed of scientific innovation and change.

In 1869 the pharmacists attending that Conference felt the need for some relaxation from the consideration of weighty professional and scientific matters. Their needs were catered for by a dinner provided by the chemists of Exeter and by a carriage excursion to Watcombe Bay, Babbacombe, Ansteys Cove and Kents Cavern at the invitation of the

the Customs House, the Quay and the interesting Maritime Museum. The Cathedral is a magnificent Gothic structure with twin Norman towers, and the fifteenth-century Guildhall is reputed to be the oldest municipal building in England in use today. As well as these and many other features of the past, members of this year's Conference will find that today's City also boasts a very fine modern shopping centre.

The University is situated close to the city centre. The architecture is a blend of ancient and modern and the buildings are set in extensive well-landscaped grounds. Most visitors to the Conference will be accommodated in comfortable



West front, Exeter Cathedral

represents an equivalent for the educational, intellectual, and other demands made upon them". There must be few present-day pharmacists who would disagree with those sentiments.

The professional sessions at this year's Conference will also deal with problems associated with the practice of pharmacy under the title "Pharmacy in a changing world" and there will be separate sessions relating to general practice and hospital pharmacy. Looking back again to 1869 it is strange that no matter how much the world changes, certain problems remain the same.

It is on reading the science papers presented at the 1869 Conference that

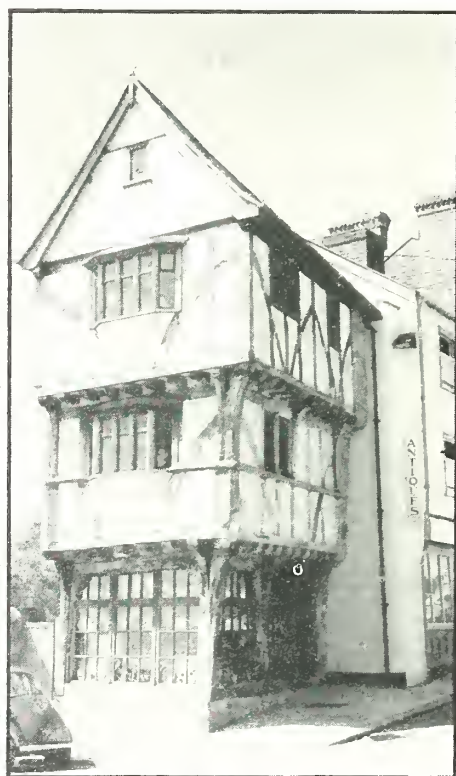
## BRITISH PHARMACEUTICAL CONFERENCE

EXETER  
1979

chemists of Torquay. This year members will have greater choice of relaxation.

A Conference club will be open on every evening and in addition there will be a variety of other entertainments ranging from skittles, to a performance of "The Importance of Being Earnest" at the Northcott Theatre (which is situated in the University grounds). The banquet will be held in the great hall of the University, as will the ball. At this latter function dancing will be to Kenny Ball and his Jazzmen, and another musical event will be a concert by the Yetties. In addition to these social events, Exeter and the County of Devon have much to offer the visitor.

The attractions provided by the City of Exeter are to some extent unchanged from 1869. Devon's capital city has a history extending over some 2,000 years from Roman times. There are many relics of the past to be seen, including the Ship Inn, frequented by Drake and Raleigh, and Mol's Coffee House. It was once a flourishing port as evidenced by



Tudor House, Exeter

halls of residence within the campus.

Exeter is at the centre of communications of the area, and apart from the attractions which the City provides, members of this year's Conference will be able to visit most places of interest throughout Devon, and many coach tours are available to make this possible.

Plymouth is the largest city west of Bristol and offers many attractions to the visitor. Badly bombed during the 1939-45 war it was largely rebuilt as a spacious modern shopping centre, but still retaining the character and charm of the old pre-war city. It is a port and

*Continued on p751*



# A word about

Sensodyne is the up-to-the-minute word in oral health. It's a full range of oral hygiene products – toothbrushes, toothpaste, dental floss – designed to help keep teeth and gums clean and healthy.

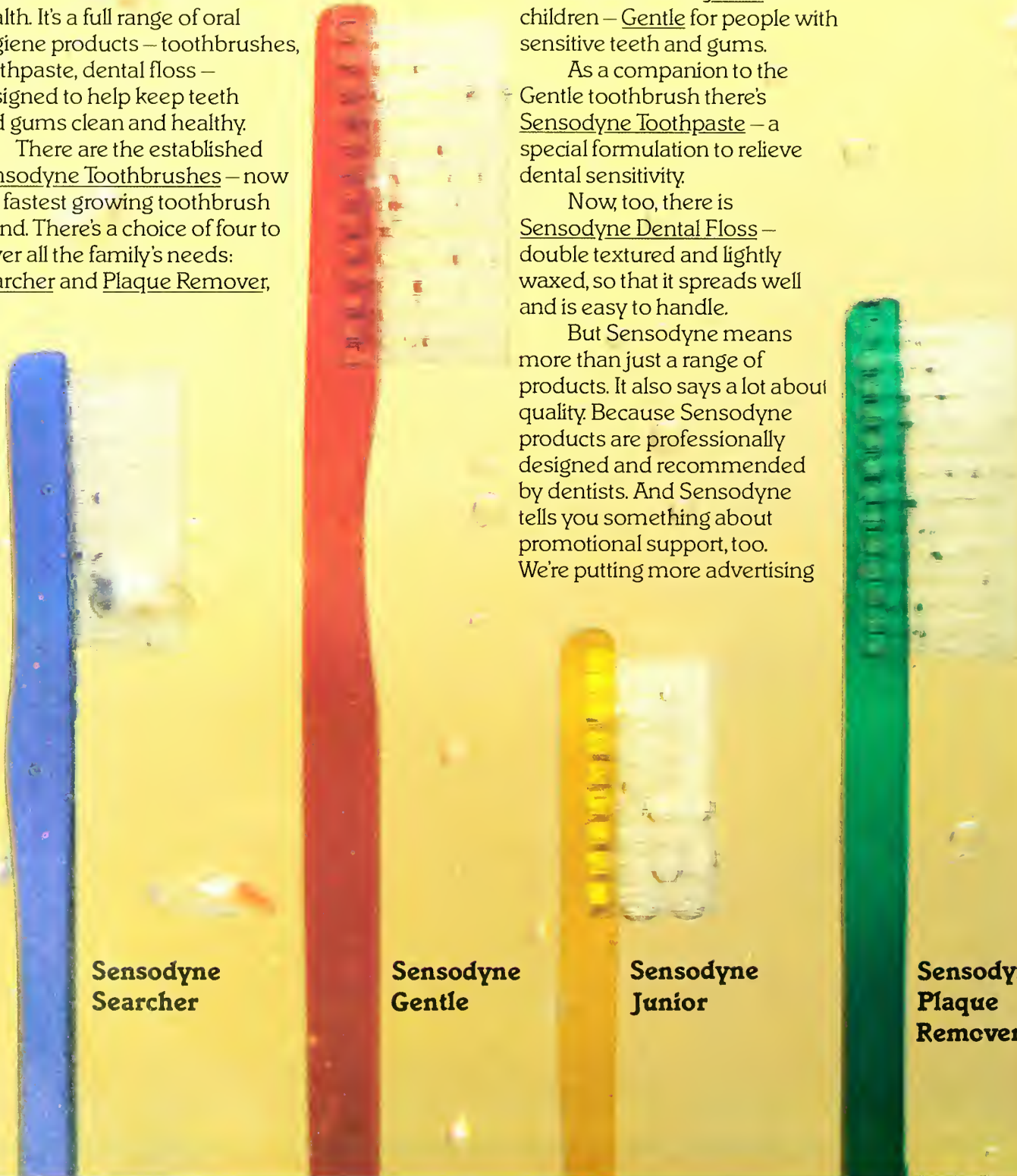
There are the established Sensodyne Toothbrushes – now the fastest growing toothbrush brand. There's a choice of four to cover all the family's needs: Searcher and Plaque Remover,

two alternative designs for routine adult use – Junior for children – Gentle for people with sensitive teeth and gums.

As a companion to the Gentle toothbrush there's Sensodyne Toothpaste – a special formulation to relieve dental sensitivity.

Now, too, there is Sensodyne Dental Floss – double textured and lightly waxed, so that it spreads well and is easy to handle.

But Sensodyne means more than just a range of products. It also says a lot about quality. Because Sensodyne products are professionally designed and recommended by dentists. And Sensodyne tells you something about promotional support, too. We're putting more advertising



**Sensodyne  
Searcher**

**Sensodyne  
Gentle**

**Sensodyne  
Junior**

**Sensodyne  
Plaque  
Remover**



# Oral health: Sensodyne

muscle behind the Sensodyne range than ever before. Already, Sensodyne products are getting more dental promotion than any other oral hygiene range – and now we're also advertising the toothbrushes direct to the consumer, with special emphasis on the Searcher. The main target is young housewives and you'll see the ads appearing in magazines like "Woman", "Living" and "Radio Times."

Now about your part in all this. It's a vitally important one, because Sensodyne products are sold mainly through chemist shops – as you'd expect from their quality and pedigree. And we take steps to make it worth your while.

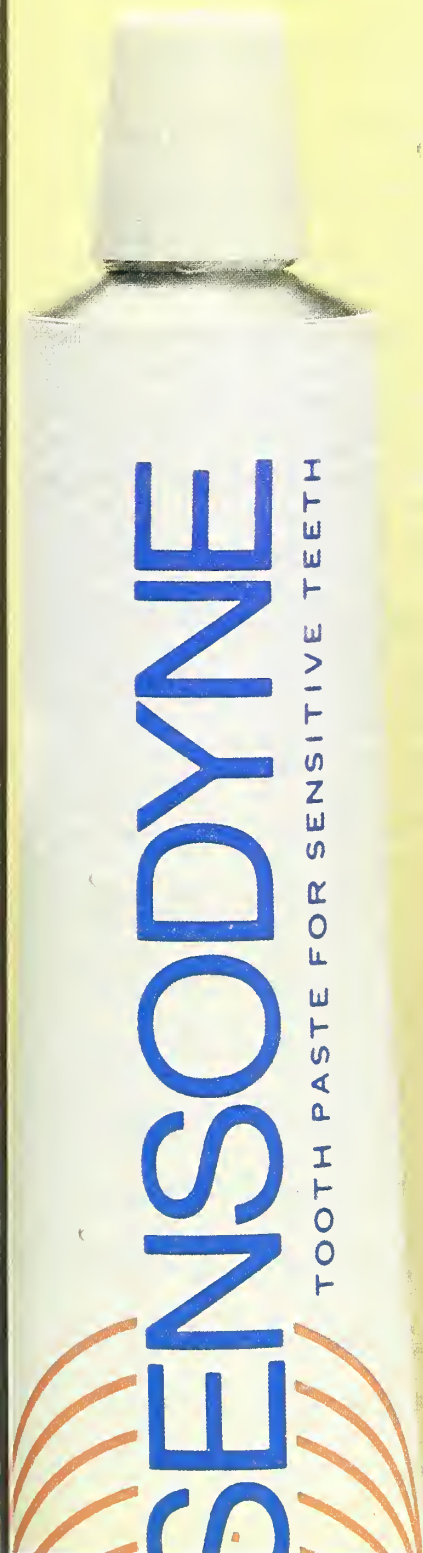
All toothbrushes and floss are on bonus from May to July inclusive – see your Stafford-Miller representative for details of the very special promotional package.

There's a big new display stand – see illustration – holding 12 dozen brushes and a dozen of dental floss.



Sensodyne products are premium priced – that makes them more profitable for you. And their high quality and professional design are right in line with the growing trend towards better oral health. You can put your word behind Sensodyne. We do.

**Quality products for  
dental health from  
STAFFORD-MILLER  
Stafford-Miller Ltd.,  
Hatfield,  
Herts.**





# NEW FORMULA FOR CHEMIST

$$B + (S \& B) = \text{£}$$

## Beecham plus Scott & Bowne for Masculine Hair Care



Together these famous brands...  
...cover every aspect of men's hair-care  
...take over 20% of sales in this £8m. chemist market  
...now get £250,000 worth of new Beecham Scott &  
Bowne's marketing support

Take full advantage of the special deals, now  
available! Ask your Beecham Scott & Bowne salesman  
for details – or contact your wholesaler.

Beecham Scott & Bowne  
*the Chemist specialists*



# Views about Devon

*Continued from p747*

naval dockyard and the view from The Hoe, overlooking Plymouth Sound, provides fascinating glimpses of the maritime life of the city. It was on The Hoe that Sir Francis Drake was reputed to have played bowls before sailing to defeat the Spanish Armada. Close by is The Barbican, an area of narrow Elizabethan streets, period shops and inns, and it was from here that the Pilgrim Fathers sailed to the New World in 1620.

There are many smaller towns and villages throughout the county, the characters of which have been carefully preserved, and which are well worth visiting. Dartmouth and Totnes, both standing on the River Dart, are two outstanding examples. Dartmouth, at the mouth of Dart, has been a harbour since Roman times and is now the home of the Royal Naval College. A fifteenth century castle guards the river mouth.

Further up the river, which is still navigable by ocean-going ships, stands the Elizabethan town of Totnes. Reputed to be the second oldest borough in England it also has its ancient Butterwalk. The East Gate arch spans the steep narrow main street which runs between carefully preserved buildings many of which are slate hung. There is a fifteenth-century church and guildhall and a Norman keep which overlooks the town and provides fine views of the surrounding countryside.

## Variety of attractions

It is, of course, as a holiday centre that Devon is best known and in this respect it has a great variety of attractions. It has two coastlines, very different in character, but each magnificent in its own way. The north coast is the more rugged of the two and here in the words of the song "Glorious Devon", "beetling cliffs" really do overlook "the surging main". The South Devon coast by contrast, is more gentle and serene. Many of the cliffs are of red sandstone and the waters of the English Channel are more benign. It is this coastline which is one of the renowned holiday areas of the country, particularly around the shores of Torbay. Here are a sparkling blue sea, palm trees, sandy beaches and all the amenities which go to make a family seaside resort.

Between the two coastlines is the Dartmoor National Park which extends over 365 square miles of wild-moorland. The high granite tors overlook meandering

Courtesy Devon County Council Tourist Department



Ponies at Haytor

streams and wooded valleys. The area is sparsely populated but there are some villages, full of character, of which the most well known is Widecombe of "Uncle Tom Cobley" fame. This is a landscape of rapidly changing mood, happy and smiling when the sun shines, brood-

Exeter and the county of Devon than can be described in the space of one short article. There are many sandy beaches and quaint fishing villages around the coast, and well known yachting centres such as Salcombe. There are famous gardens such as those at Bicton and Dartington Hall, and many country houses which are open to the public. There are castles and abbeys—indeed the list is endless and perhaps the best thing is to come and see for yourselves.

Because Exeter and the county of Devon has so much to offer the visitor, the local Conference committee feels that many members might wish to extend their stay beyond the four days of the official Conference. Therefore, it is possible to book into the halls of residence of the University from Sunday, September 9. Entertainment is being provided for the Sunday evening and a full-day excursion is available on the Monday prior to the Conference which starts on Tuesday, September 11. Full details are available from the Secretary of the local committee—Mr W. Rucker, MPS, 7 Bainbridge Avenue, Hartley, Plymouth, Devon. (Tel. 0752 779401).

## BRITISH PHARMACEUTICAL CONFERENCE EXETER 1979

ing and sombre when the skies darken and the mists descend. Feeling these changes of mood you may well think with the locals "There's piskies up to Dart-e-moor and tisn't no good you say there baint."

There is, of course, much more to

Plymouth Hoe and foreshore



Courtesy Devon Tourist Board



With dozens of slimming aids already on the market, we can forgive you for taking the introduction of yet another one with a pinch of salt.

Indeed, on the face of it, Unicliffe HPD may not appear to you to be a particularly revolutionary diet product.

Open the canister, and you'll be confronted by a white powdery substance.

When mixed with water, a quantity of this replaces two meals a day. And, although HPD has a pleasant, neutral taste, you can add flavours to it such as coffee and vanilla, if you want.

However, here the similarity between HPD and any other diet product ends.

You see, Unicliffe HPD is the first slimming aid widely available in this country to be based on protein. Hence the name High Protein Diet.

And, as we hope to explain to you, the implications of this for the dieter are dramatic, to say the least.

So, we hope you'll bear with us if we say that it cannot be explained away in a few trite sentences, accompanied by beguiling photographs of girls in bikinis.

#### **PROTEIN. THE BASIS OF LIFE ITSELF.**

Protein is a unique nutrient, composed of body building blocks called amino acids. Without protein, no life would be possible.

There are known to be 22 different kinds of amino acids. And all but 8 of these can be manufactured within the body itself, from the food we eat.

The remaining 8, however, play an absolutely vital role in the body's make-up and are an essential part of our everyday diet.

With Unicliffe HPD, you get a supply of protein that is rich in all 8 of these essential amino acids.

So much for what the protein in HPD is. What it does for the dieter is even more important.

#### **HIGH IN PROTEIN. LOW IN CALORIES.**

You've probably noticed how satisfied you feel after eating things like steak and eggs and cheese.

This is because such foods are comparatively high in protein. Unfortunately for slimmers, they are often high in fat levels too. And, consequently, high in calories.

The secret of Unicliffe HPD lies in the fact that each serving gives you 20 grams of protein.

But only 125 calories.

So, HPD not only reduces your calorie intake, it also makes life bearable by helping you to feel satisfied.

However, there are other reasons why you can look forward to feeling normal on the HPD diet.

#### **AS GOOD FOR YOUR BODY AS IT IS FOR YOUR FIGURE.**

Every time you replace one meal by drinking a glass of HPD as part of your calorie controlled diet, you're getting a lot more than just protein.

For the record, each 100 grams of HPD includes Vitamins A (950 mcg), B1 (1.6 mg), B2 (2 mg), B6 (2.6 mg), B12 (2.6 mcg), C (40 mg), D3 (8.3 mcg).

Plus other essential nutrients such as Nicotinic Acid (24 mg), Calcium Pantothenate

# IF YOU'VE ALWAYS BEEN SCEPTICAL ABOUT DIET PRODUCTS, PREPARE TO EAT YOUR WORDS.



(13.0 mg), Iodine (0.2 mg), Iron (13 mg), Calcium (1060 mg), Potassium (1330 mg), Magnesium (400 mg) and Folic Acid (32 mcg).

Every one of these nutrients has been included for a very good reason: to make sure that you can stay fit and avoid any unpleasant side effects on your HPD diet.

As any nutritionist will tell you, the right balance of proteins, vitamins and minerals is essential to any diet.

With the HPD diet though, you not only get plenty of nutrients, you also get plenty to eat.

#### **FOOD: OUR MAGIC INGREDIENT.**

Since two HPD meals a day (each of 38 grams) add up to only 250 Calories, you'll find that you are also required to eat one additional meal of approximately 700 to 800 Calories.

As dieters will instantly appreciate, this differs substantially from other diets.

Most important, you have something to look forward to at the end of each day – a time when dieters are notoriously weak-willed.

By something to look forward to, we mean meals like 6 oz of roast beef and 2 oz of Yorkshire pudding, with 4 oz of beans, 4 oz of carrots and 2 oz of potato, followed by 6 oz of canned plums.

(You'll find each canister of HPD contains a leaflet giving you plenty of suggestions for your 700-800 Calorie meal.)

Of course, all this means that you can not only cook yourself the same meal that you cook for the rest of the family, you can actually enjoy eating it with them too.

So, as you can see, you'll gain a lot by going on the HPD diet. But how much will you lose?

#### **WHAT PRICE WEIGHT LOSS?**

No two people will react in quite the same way to any one type of diet. And the HPD diet is no exception.

But since probably no other diet in the country has ever been the subject of such exten-

sive trials, we can give you a good indication of the kind of weight losses you are likely to achieve.

During these trials, which were carried out under strict medical supervision, we found that weight losses of up to 5 lbs in five days were recorded.

Bearing this in mind, £3.30 hardly seems too high a price to pay for a five day programme of Unicliffe HPD.

At just 33p a serving it works out no more expensive, in fact, than many other diet products or the cost of the food you might be eating if you weren't on a diet at all.

Finally, we suspect that there is still one question that women will be asking themselves about HPD. Namely, how safe is it?

#### **WOULD YOUR DOCTOR APPROVE?**

A diet as scientifically based as Unicliffe HPD has, of necessity been developed in close consultation with doctors.

Both during the formulation and trial of the product.

The results during all stages of the development were such that we can assure you that, providing you follow the instructions, HPD can be used with complete safety.

However, pregnant women, nursing mothers and people under medical supervision should consult their doctor before going on the HPD slimming programme.

We should also add at this point that, to achieve success on any diet, you must stick to the rules. And this goes for HPD as well.

But, for the reasons given, we believe that with Unicliffe HPD, we have produced the first diet that is genuinely easier for you to stay on.

A diet that offers you help as well as hope.

In short, a diet for everyone who has had their fill of empty promises.

**UNICLIFFE HPD. THE ORIGINAL HIGH PROTEIN DIET.**



**"HAVE YOU ANY HPD?"**  
***"SORRY. SOLD OUT."***

**"HAVE YOU ANY HPD?"**  
***"SORRY. SOLD OUT."***

**"HAVE YOU ANY HPD?"**  
***"HPD?"***

A few weeks ago we started advertising Unicliffe HPD, the original High Protein Diet.

Since then, HPD has been selling out so quickly that you might be having stock problems.

If so, call Unicliffe direct on 01-568 8811 or contact UniChem or your local chemist wholesalers.



# GET READY FOR THE PINK & GOLD RUSH



Women everywhere will be rushing for Oil of Venus. Oil of Venus is a new richer moisturising lotion that's been carefully blended from proven oils that will help beautify the skin in a smoother, softer way.



## MASSIVE ADVERTISING CAMPAIGN REACHING WOMEN EVERYWHERE

Boxed in an attractive pink and gold pack, Oil of Venus will be heavily advertised throughout May, June, July and August. There'll be impactful advertising in Daily Mail, Sunday Telegraph, Woman & Home, Good Housekeeping, She, Cosmopolitan, Vogue, Womans Journal and Peoples Friend.

But that's only half the story - there's an eye-catching 12 unit display outer and we'll provide you with real point of sale impact from our pink and gold shelf barker.

From Oil of Venus you'll get a great new product, an exciting promotional campaign, instore displays and a lot of new customers. Oil of Venus is manufactured by Venus Cosmetics Ltd - for details contact our distributors,

DENDRON LTD., 94 Rickmansworth Rd., Watford, Herts WD1 7JJ. Tel (0923) 29251.



# oil of Venus

they'll be looking for the pink and gold pack



# DHSS rejects NPA free baby milk scheme

The Department of Health has rejected proposals, by the National Pharmaceutical Association, for distributing free baby milk through pharmacies under the Government's Welfare Food Scheme. The NPA's general purposes committee noted the reply from the Department to an inquiry by the deputy secretary (Mr Tim Astill) about progress on the scheme.

The Department's letter apologised for the delay, "you will appreciate that we have some difficult questions to resolve". However, the final stages of consideration are being reached and a final reply is anticipated soon. To transfer the distribution of free baby milks from the present area health authority network to retail pharmacists, would increase the overall cost of the service to the Exchequer by approximately one-third, the letter says. "In the present public expenditure conditions, it would require very substantial compensating advantages to justify such a steep increase in costs". The Department says it would require "some marked change of circumstances before we could usefully discuss it further".

## 'Unfair' scheme

The committee is to circulate the correspondence to the other bodies involved in the baby milk working party who would also be informed that the NPA could not accept the Department's reply and that the Board were in favour of pressing the matter further, especially on the estimated increase in the costs of distributing free milk through pharmacies. Mr John Hendra reported that in his area the area health authority had agreed to supply baby milk at much reduced prices to selected pharmacies only. The committee agreed that was unfair and Mr Hendra undertook to provide more details for consideration at the next meeting. Other items at last month's meeting included:—

**VAT computer strike:** Letters about the Association's advice to members to withhold VAT payments to suppliers were received from the Association of the British Pharmaceutical Industry, BOC and Pharmaceutical Packaging (Leeds) Ltd (Waides). Contrasting attitudes were taken by BOC and Pharmaceutical Packaging.

BOC said they appreciated the information about the stand on VAT payments and hoped the matter was now closed. However, should such a recommendation be necessary again they wish NPA to bear in mind that BOC does not stop supplies, as a credit control mechanism, to chemists or pharmaceutical users because of the potential risk to end users; BOC utilise a highly automated method of paperwork processing which is particularly vulnerable to actions of the sort. Consequently protests would

effect BOC, but as they still process VAT in the normal manner, would have no effect on the Customs and Excise.

Pharmaceutical Packaging said they were pleased to see the cancellation of previous, "in our opinion, illegal and unconstitutional advice. Whatever the outcome we shall reserve to ourselves the right to pursue any form of outstanding debt through our normal debt collection procedure, and where any monies become overdue this procedure will ensue. This company is continuing to compute its VAT liability for the appropriate period and will, without demand, transmit the sum so computed to the VAT collector."

The Board is to thank BOC for its sympathetic approach and to point out that the advice had not been particularly designed to bring pressure on Customs and Excise, but to aid the survival of NPA members with cash flow hardships. The claim for interest on delayed VAT repayments had been turned down by the Chancellor of the Exchequer who had said there was no provision in law for the payment by Customs and Excise of interest charges incurred as a result of delayed repayments of VAT, any more than for interest on delayed payments.

**Market research:** Following inquiries from members and after studying the relevant documents, the Board is to advise members not to co-operate with two forms of market research currently being conducted in certain areas. One was a Bristol Polytechnic HNC project called the Independent Retail Chemists Bristol Survey, the other was a questionnaire on surgical supports and hosiery being conducted by Nicholas Hall. The Bristol survey was asking for information confidential to members and the Nicholas Hall questionnaire required members to supply details of turnover and business status. The Board felt the acquisition of such data by outsiders could be used to members' detriment.

## Franchise breaking

**Cosmetic companies:** "Franchise breaking" was considered in the context of a circular to members by Prince Matchabelli. The letter listed 23 franchise cosmetics from 11 leading cosmetic houses including one of their own which were being stocked by a number of F. W. Woolworth's top stores. Prince Matchabelli pointed out that the Woolworth's stocks of their 1oz perfume mist had not been supplied by them and they were taking "necessary action". The Board is to protest to the listed cosmetic houses on behalf of members who were appointed agents and to seek assurances that every possible step was being taken to trace and eliminate unauthorised sources of supply.

**Maws products:** The marketing director

of Ashe Laboratories has replied to the concern expressed about the widening of distribution of Maws products through non-pharmacy outlets. He says the decision was taken in the first place because all their competitive products were available through drugstores and sterilising products were also in supermarkets. He assures members, however, that "we do not promote strongly our teats and feeders through any outlets except the chemist and in fact our only major product offered in wide distribution are the Simpla tablets and this only to ensure an alternative product to Milton is available. Our distribution policy is under continuous review, but for the time being at least we feel it necessary to stay with our present policy."

## Through wholesalers

Mr Anthony Moore commented that if Maws were serious in seeking to place the emphasis of their distribution policy on chemists then they ought to be prepared to distribute such "bread and butter" items as teats and bottles through pharmaceutical wholesalers. A letter is to be sent to Maws suggesting that they improve their distribution by making use of wholesalers.

**Ileostomy supplies:** After considering a Bullens' advertisement from the *Ileostomy Journal* which included a pro forma inviting patients to send their prescriptions direct to Bullens for dispensing, the Board are to write a strong letter to them and to refer the matter to the Pharmaceutical Services Negotiating Committee.

## Heinz pricing

The pricing of the 4½oz Heinz baby food cans has been equalised. Both white and yellow label cans now have the same r.p. of £0.14½.

Commenting on the move, product manager, Matt McBride, says: "The 4½oz size accounts for the major part of our baby food sales and a number of benefits will follow the removal of this price differential. It will make it much easier for retailers running promotions and it will be easier for mothers to make a selection. We don't envisage there being any dual pricing in future within the 4½oz range".

## Sales up 14 pc

The index number of value of sales in March, for independent chemists and photographic dealers, increased by 14 per cent to 210 (1971 = 100) whereas it increased by 10 per cent to 224 for independent retailers in general. The index number was up 14 per cent to 261 for all chemist retailers and up 13 per cent to 262 for all retailers in all kinds of business. NHS receipts are excluded.

□ The retail price index for April 1974 was 214.2 (January 1974 = 100) representing an increase of 1.7 per cent on March (210.6) and 10.1 per cent on April 1973 (194.6).



## Profit on turnover

It is gratifying to read that the Pharmaceutical Services Negotiating Committee has made a public statement to the effect that there are real advantages in assessing the NHS remuneration, at least in part, on gross profit on NHS turnover. It states the claims it is putting forward, if conceded, would yield in the short term a gross profit of 25 per cent. Is this enough?

The Committee also states that the notional salary claim is about £900 short of what it should be. Is this enough? Wage negotiations in general try to keep pace with both increases in the cost of living and increased productivity.

A few facts for the period 1964-1976 from Mr C. J. Fell. A. In 1964 the average pharmacy dispensed 16,667 prescriptions; B. In 1976 the figure rose to 32,829, an increase of 97 per cent (A). C. The retail price index in this period had increased from 100 to 282. Therefore notional salary for 1976 should be:—1964 NS (£1,750) x R.P.I. (2.82) x increased productivity (1.97) = £9,722. Or if using the index of average earnings x difference in national productivity: index of average earnings for the whole economy during this period had increased from 100 to 378.3 (B). So NS for 1976 should be:—1964 NS £1,750 x B 3.783 x A 1.97 = £10,330.

Why the enormous differences in the notional salary between that being allowed by the Department of Health, that being claimed by PSNC as in present use, that which could be paid if all the claims were met; or the figures being outlined by C. J. Fell and which PSNC has never attempted to refute.

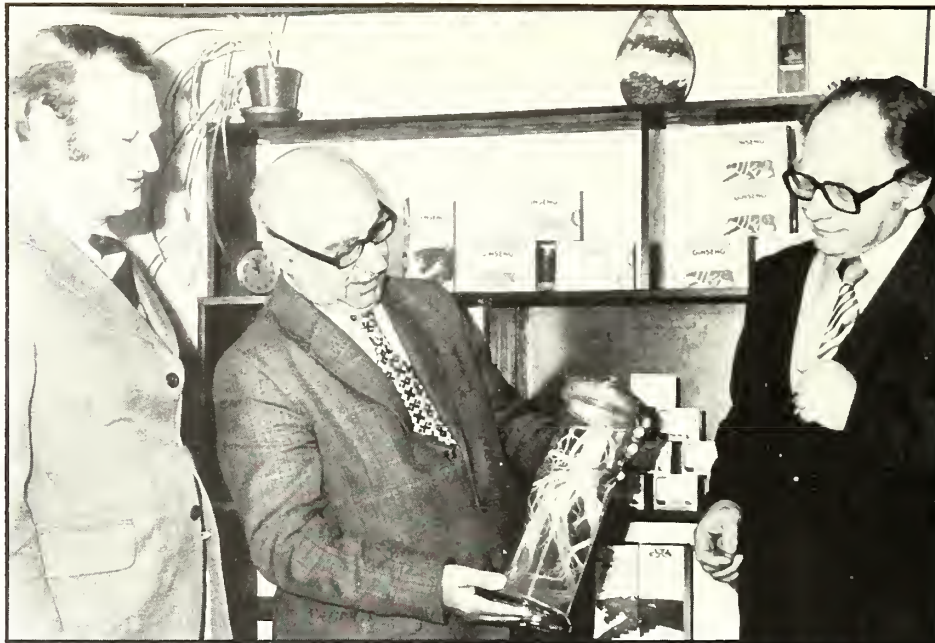
Surely these figures also emphasise that the total G.P. on turnover claim of 25 per cent is inadequate and should be in the region of 33½ per cent.

**George Baxter**  
Plaistow, London E13

## Merocets

An item which appeared in the issue of May 12 under "Open Shop", entitled "Why do suppliers treat us so shabbily?", may have given the wrong impression about our policy for the supply of Merocets lozenges; in particular as it affects the periodic bonus. The Merrell division of Richardson Merrell Ltd wishes to make it clear that our policy is unchanged from the practice of past years. As with all our products, Merocets lozenges are supplied only to bona fide pharmaceutical wholesalers who then make them available to the retail pharmacist. We do not ourselves supply any other type of supplier to the general retail trade, nor is it our intention to do so in the future.

Periodically a bonus is available through Merrell representatives for orders to be serviced by pharmaceutical wholesalers, and normally our represen-



Professor E. J. Shellard (centre), Chelsea College, inspecting a ginseng root at the Red Kooga King of Ginseng Company. Professor Israel Brekhan (right), head of the department of pharmacology, Institute of Marine Biology, USSR Academy of Sciences, Vladivostok and Mr John Craddock, marketing manager, Red Kooga, look on. Professor Brekhan has developed the theory that ginseng is an adaptogen, which adapts itself to people's needs.

tatives give a complete coverage of all chemists. However, should anyone not be called upon a written or telephone order is acceptable.

We believe this method is fair to both the pharmaceutical wholesaler and the retail pharmacist who has given Merrell his support for Merocets lozenges over the years. It is our intention to continue to promote the interest of the retail pharmacist in this way.

**D. J. Paul,**  
*Sales manager,*  
Richardson Merrell Ltd,  
Slough, Berks

## Safety signs

Proposals to standardise British workplace safety signs and colours in line with those throughout the remainder of the European Economic Community, are contained in a consultative document published by the Health and Safety Commission this week.

The system of signs would be based on four colours and shapes using easy-to-understand pictograms to convey simple safety messages. The proposals, in the form of draft regulations, are designed to conform to an EEC Directive which requires member states to introduce appropriate legislation by January 1, 1981. Ultimately the signs are expected to be adopted for use world-wide. In Britain, the draft regulations would cover all premises to which the Health and Safety at Work Act applies, including off shore installations but excluding coal mines, certain transport movement activities, fire-fighting equipment and emergency exits.

The signs and colours are divided into five categories: prohibition signs which will be circular with a red border and crossbar over a black symbol on a white

background and used for signs such as "no smoking" and "pedestrians prohibited"; warning signs which will be triangular with a black border and symbol on a yellow background and used to indicate possible hazards such as risk of fire, explosion or radiation; mandatory signs, circular on blue background with symbols in white and used when there is an obligation to wear safety equipment, such as head, eye or ear protection; emergency signs, square or oblong, on green background with symbols in white and used to indicate emergency routes, safety showers, first-aid posts and rescue points; and supplementary signs, square or oblong, either in the same colours as the sign it supplements or with the text in black on a white background and used where there is a need to provide additional information.

## COMING EVENTS

### Tuesday, May 22

**Industrial Pharmacists Group, Pharmaceutical Society,** 1 Lambeth High Street, London SE1 7JN at 11 am. Group and annual meetings followed at 2 pm by meeting on health and safety at work.

**North Metropolitan Branch, Pharmaceutical Society,** Coram lecture theatre, School of Pharmacy, at 8 pm. Annual meeting and an evening of films.

### Wednesday, May 23

**Slough Branch, Pharmaceutical Society,** 1 Lambeth High Street, London SE1 at 7 pm. Tour of the building and talk on pharmaceutical antiquaries.

### Friday, May 25

**Harrow and Hillingdon Branch, Pharmaceutical Society,** Bayhurst Woods, Breakspere Road, North Harefield at 7.30 pm. Barbeque and treasure hunt. Details from Mrs E. Baker, 54A Joll Street, Northwood Hills.

### Advance information

**British Institute of Regulatory Affairs,** June 6, at Pharmaceutical Society, 1 Lambeth High Street. Meeting with the theme "Pharmaceutical product development". Tickets (£12 members, £15 non-members) and application forms from Mr B. E. James, E. R. Squibb & Sons Ltd, Regal House, Twickenham TW1 3QT.



# CAN ADVERTISING CLEAR DANDRUFF?

Judge for yourself.

Because throughout 1979 we'll be telling 33 million adults that the medical solution to their dandruff problem is Tegrin shampoo. Not a cosmetic treatment.

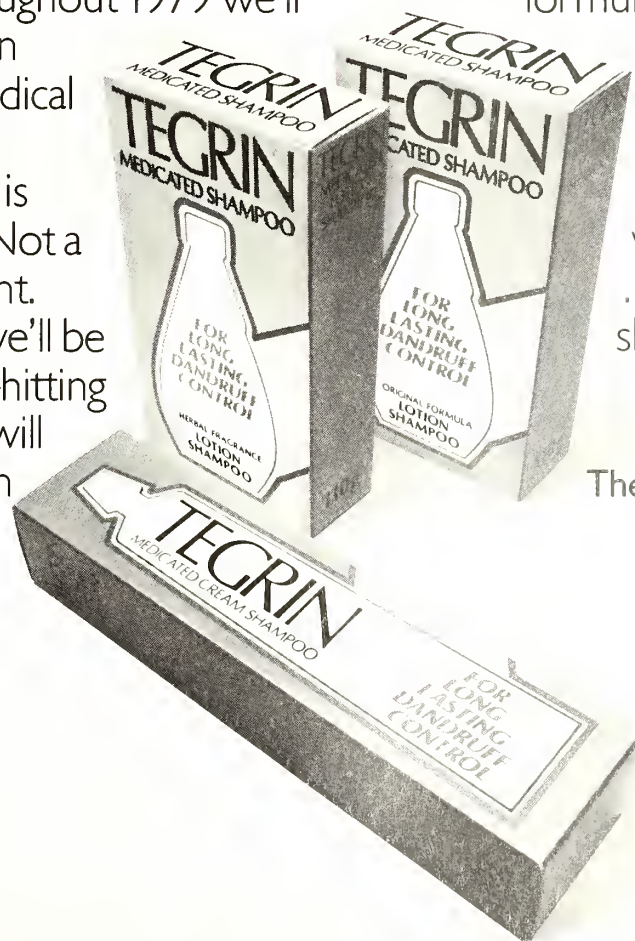
The money we'll be spending on hard-hitting press advertising will explain why Tegrin

is so effective. It has a clinically proven formula of extract of coal tar and allantoin.

With the brighter and better packaging, the campaign for Tegrin won't only clear dandruff ...it'll also clear it off your shelves.

## TEGRIN

The medical solution to dandruff.





# COMPANY NEWS

## Kirby increase

Barrie Haigh, managing director of Kirby Pharmaceuticals Ltd, has announced that the unaudited results for the company for the year ending March 31, 1979 showed a turnover of £3.4 million, representing an increase of 40 per cent on the previous year.

Sales of the company's water purification tablets, Puritabs were up by 300 per cent, and Teeda hair straightener showed an improvement of more than 200 per cent. In addition Kirby now holds an estimated 30 per cent of the generic ophthalmic market in dispensing chemists and hospitals. Net profit had doubled and the company's capital expenditure had increased by 15 per cent.

Commenting on the figures, Mr Haigh said: "These results take on more significance when seen against the fact that the number of personnel in the company has remained static. With such an encouraging and marked increase in productivity, we are now all set to go into the 80s with accelerated growth. We are budgeting for the coming year on a 30 per cent sales increase with, again, a doubling of profits. Our promotional expenditure both above and below the line, and our capital expenditure will be increased by 200 per cent and 80 per cent respectively."



More than 20 colleagues and friends from throughout the pharmaceutical industry attended the first Kirby Pharmaceuticals Ltd golf tournament held recently. The winners seen here with Mr John Baker (second left), deputy managing director, Kirby Pharmaceuticals are from left: Gordon Evans, Medical Installations Co Ltd, who gained second place; John Sommerville, production manager, Nicholas Laboratories Ltd, who won the tournament; and third prize winner, Mrs Helen Burn, medical products division of Aeropack

## Reckitts expand

Reckitt & Colman Ltd plan a continued expansion of production and research in the pharmaceutical field according to the company's annual report for 1978. During the year the company formed an international network of representation in order to expand sales of their prescription products.

Group profit, before tax, rose to

£61.3m from £57.9m in 1977. After the annual meeting on May 31, Mr A. M. Mason and Mr E. V. Wright are retiring from the board.

## Squibb sales

"Modestly improved" earnings to date lead Squibb Corporation to achieve record earnings in 1979, stated Mr R. M. Furland, chairman and chief executive

*There is some indication that the use of emollients alone is beneficial in chronic inflammatory dermatoses.*

Reference: Tree S & Marks R B  
J Dermatol (1975) 92 195

When the need is for:

- Relief from discomfort and irritation
- Reduction of cosmetic disfiguration
- Return to normal daily routine

Eczederm cream may be the simplest way to meet this need.



A simple answer to inflammatory dermatoses

Contains:

**Calamine B.P. 20.88%**  
**Starch B.P. (Maize) 2.09%**  
**in a lanolin and parabens free base**

Tubes of 25g  
P.L.R. No 0291/5003  
Basic NHS price 0 65p

## Prescribing Information

### Name of Product

Eczederm Cream

### Presentation

Eczederm Cream is a white emollient cream.  
Active ingredients  
Calamine B.P.  
Starch (Maize) B.P.

### Uses

Main pharmacological action  
The formulation of Calamine in a thick base results in a preparation which has soothing and emollient properties.  
Indications  
Dry scaly eczematous dermatoses, contact dermatoses, eczematous dermatoses.

### Dosage and Administration

Adults and Children  
Spread thinly over the affected area up to three times daily in both forms of eczema. The use of dressings may be considered in the case of contact dermatoses.

### Contra Indications, Warnings etc

Contra indications, side effects, adverse reactions, precautions, warning, overdose  
Not applicable as Eczederm Cream is a simple emollient.

### Pharmaceutical Precautions

Storage  
Eczederm Cream should be stored in a cool, dry place, avoiding extremes of temperature.  
Diluent etc  
Not applicable.

### Legal Category

The Sale and Supply of Eczederm Cream are controlled by the Medicines Act 1968. Eczederm Cream is available on prescription from registered pharmacists.

### Package Quantities

Eczederm Cream is supplied in tubes of 25g.

### Further Information

This preparation is distributed by Parke-Davis (UK) Limited, Welwyn Garden City, Herts.

### Product Licence Number, Name and Address

Product Licence Number: 001/5003  
Parke-Davis (UK) Limited  
Welwyn Road  
Welwyn Garden City, Herts SG8 4PB  
ENGLAND

Eczederm is a registered trade mark

**QUINODERM**





Brian McElroy, Guinness Retail md

officer, at the annual meeting in Princeton, USA, on May 8.

In commenting on the factors which most impaired earnings growth in 1978 and which are continuing to have an impact in 1979, he noted the record levels of capital expenditures of the corporation in 1978.

## Briefly

**Gordon Davis (Chemist) Ltd's** branch pharmacy at 99 Netherhall Road, Leicester, has been acquired by Mr A. R. L. Hindocha.

**United Glass Ltd** are expected to install a plant costing £500,000 at Alloa, Scotland, for recycling empty bottles. A pilot bottle bank scheme operated by six Scottish local authorities has proved successful.

**Carl Zeiss Foundation** report a 5 per cent increase in sales to Dm600m in the year ended September 30, 1978. Exports accounted for 49 per cent (47 per cent 1977). As before, Europe, North America and Asia were the principal importing countries.

## Appointments

**Guinness Retail Holdings Ltd:** Mr B. McElroy, MPS, is to become managing director in succession to Mr C. W. Freyer, on October 1. Mr Freyer has been appointed managing director of Guinness Overseas Ltd. Mr McElroy, joined Guinness Retail Holdings Ltd in 1977, having been managing director of Westons Chemists (UK) Ltd.

# MARKET NEWS

## Pethidine dearer

London, May 16: Pethidine hydrochloride was increased during the week by £5.20 kg making it £46.84 kg for lots below 10 kg. Other pharmaceutical chemicals were held at previous levels.

Spices were neglected as they have been for several months now. Botanicals, in the main, continued to harden. Items following the trend included balsams, buchu, natural camphor, cascara, cherry bark, hydrastis, jalap, kola nuts, Chinese menthol and styrax. On the other hand dandelion root, ergot, gentian root, valerian and witch-hazel leaves were easier. Ipecacuanha continued very short with no offers from any of the usual producing areas.

Chief feature of the essential oil market was an improvement in Brazilian peppermint prices. After trading 40p kg under the previous week's level it turned firmer to close the week only 15p down. Ceylon cinnamon is believed to be overpriced at origin and spot offers are at a discount. Renewed interest was shown in anise after a quiet period.

Production of sulphuric acid calculated at 100 per cent H<sub>2</sub>SO<sub>4</sub> by members of the National Sulphuric Acid Association amounted to 710,854 metric tons in the first quarter of the year. That was 13.9 per cent lower than in the equivalent quarter of 1978. Total sales at 746,237 tons were also down by 14.5 per cent.

## Pharmaceutical chemicals

**Mercury:** BPC redistilled £7 10 kg in kg lots.  
**Mersalyl:** Acid £35.07 kg in 10-kg lots.  
**Methadone hydrochloride:** £330 per kg. Subject to Misuse of Drugs Regulations.  
**Methyl salicylate:** 5-ton lots £1.35 kg; 1-ton £1.39  
**Metol:** Photo grade per kg, 50-kg lots £7.01.  
**Pethidine hydrochloride:** Less than 10-kg lots £46.84 kg. Subject to Misuse of Drugs Regulations.

## Crude drugs

**Agar:** Spanish/Portuguese £6.50 kg.  
**Aloes:** Cape £1.090 ton spot; £1.070 cif. Curacao nominally £2.200 cif. no spot.  
**Balsams:** (kg) Canada: Firmer at £12.85 spot; £12.40 cif. Copaliba: £3 10 spot £3. cif. Peru: No spot; £9.70 cif. Tolu: £5.60 spot.  
**Belladonna:** (kg) leaves £1.55 spot; herb £1.90 nominal spot; root in powder £1 10.  
**Benzoin:** £1.96 cwt cif.  
**Buchu:** Leaves £1.25 kg spot; £1.20 cif.  
**Camphor:** Natural powder £5.25 spot; £5 15 cif. Synthetic £1 spot; £0.90 cif.

**Cardamoms:** Alleppy green No. 2 £10 kg. cif.  
**Cascara:** £1.120 metric ton spot; £1.120 cif. no spot.  
**Cherry bark:** Spot £1.110 metric ton, shipment £990. cif.  
**Dandelion:** Spot £1.950 metric ton spot; £1.770. cif.  
**Ergot:** Portuguese £1.65 spot, no cif.  
**Gentian root:** £1.760 metric ton spot; £1.740. cif.  
**Ginger:** Cochin £650 metric ton spot shipment £460. cif. Other sources not quoted.  
**Hydrastis:** Spot £27.40 kg, no cif.  
**Ipecacuanha:** (kg) Costa Rican, spot £15 kg nominal, no cif.  
**Jalap:** Mexican no spot; £1.390 metric ton, cif.  
**Kola nuts:** £430 metric ton spot, £360 cif.  
**Lemon peel:** Spot £1.100 metric ton; £1,000. cif.  
**Liquorice root:** Chinese £540, metric ton spot £520, cif. Block juice £1.65-£1.90 kg spot.  
**Mace:** Grenada unsorted \$2.750 metric ton, fob whole \$3,000.  
**Menthol:** (kg) Brazilian £7.10; spot £6.80. cif. Chinese £6 10 in bond and cif.  
**Pepper:** (metric ton) Sarawak black £1,000 spot, \$1,800. cif; white £1.475 spot, \$2.675 cif.  
**Quillaja:** Spot £1,000 metric ton; £730 cif.  
**Sarsaparilla:** Jamaican £1.98 kg spot, £1.93. cif, Mexican £1.67 spot, £1.64 cif.  
**Seeds:** (metric ton, cif) Anise: China £815 for shipment. Celery: Indian £475. Coriander: Moroccan £195. Cumin: Indian £690. Iranian £1,000. Fennel: Indian £450; Iranian not available. Fenugreek: Moroccan and Indian £235.  
**Senega:** Canadian £9.30 kg spot, £7.30 cif.  
**Squill:** Italian white nominal.  
**Styrax:** Turkish natural £5.60 kg spot; £5.60. cif. nominal.  
**Turmeric:** Madras finger £650 metric ton spot; £470. cif.  
**Valerian:** Dutch £1.850 metric ton spot, £1.780. cif, Indian £1.190 spot, £1.170. cif.  
**Witchhazel leaves:** £1.90 kg spot; £1.70 cif.

## Essential and expressed oils

**Anise:** (kg) Spot £14.70 shipment £14.20. cif.  
**Bay:** West Indian £11.50 kg spot, £10.75. cif.  
**Bergamot:** unavailable.  
**Bois de rose:** Spot £6.25 kg, shipment £6.25. cif.  
**Buchu:** South African £125 per kg spot, English distilled £185.  
**Cade:** Spanish £1.50 kg nominal.  
**Camphor white:** £0.90 kg spot, £0.84. cif.  
**Cananga:** Indonesia £13.50 kg spot £13.50. cif.  
**Cardamom:** English distilled £270 kg.  
**Cassia:** Spot £42 kg, shipment £45. cif.  
**Cedarwood:** Chinese £1.40 kg spot; £1.16. cif.  
**Cinnamon:** Ceylon leaf £2.50 kg spot; £2.87. cif; bark, English-distilled £150.  
**Citronella:** Ceylon spot, £2.40 kg; £2.14. cif. Chinese £3.15 spot and cif.  
**Clove:** Madagascar leaf, £2.65 kg spot; shipment £2.53. cif. Indonesian £2.40 spot, £2.25. cif. English-distilled bud £38.75.  
**Coriander:** Russian about £20.50 kg.  
**Eucalyptus:** Chinese £1.80 kg spot, £1.66 cif.  
**Fennel:** Spanish sweet £10 kg spot.  
**Geranium:** Bourbon £45.50 kg spot; £45.25. cif.  
**Ginger:** Chinese £44 kg spot; £42. cif. English distilled £95.  
**Lavender spike:** £13.50 kg spot.  
**Lemon:** Sicilian best grades about £15.25 kg in drum lots.  
**Lemongrass:** Cochin £6.40 kg spot nominal; £5.50 cif.  
**Nutmeg:** East Indian £8.50 kg spot; £8.25. cif. English-distilled £18.  
**Olive:** Spanish £1,380 per metric ton in 200-kg drums ex wharf, Mediterranean origin £1,370.  
**Orange:** For shipment, Florida £0.60 and Israeli £0.62.  
**Origanum:** Spanish 70 per cent £18.80 kg nominal.  
**Palmarosa:** Spot £16.50 kg; £15.75. cif.  
**Peppermint:** (kg) Arvensis—Brazilian £4.90. spot and £4.75 cif. Chinese £3.60 spot; £3.35. cif. Piperita American from £11 spot; £10.30. cif.  
**Petilgrain:** Paraguay spot £5.80 kg; shipment £5.40. cif.  
**Sandalwood:** Mysore £70 kg spot. East Indian £57.50 spot.  
**Sassafras:** Brazilian £1.90 kg spot; £1.75. cif.  
**Spearmint:** (g) American £6.50 spot, £6. cif. Chinese £9.75 spot, and cif.  
**Thyme:** Red 55% £16 kg spot.  
**Vetiver:** Java £20 kg. spot and cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

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19 May 1979

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Chemist & Druggist 789



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Telephone 01-353 3212

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Headings All advertisements appear under appropriate headings.

Copy date 12 noon Tuesday prior to publication date.

Advertisements should be prepaid.

Circulation ABC July/December 1978. 17,737.

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For further details contact Dr J. H. S. Foster, Area Pharmaceutical Officer, on 01-673 8881 Ext. 5, or Mr. B. P. Ellis, District Pharmaceutical Officer, on 01-672 1255, Ext. 4314.

Application form and job description from: Mr. N. Strange, Assistant Personnel Officer, Grosvenor Wing, St. George's Hospital, Blackshaw Road, London, SW17. Tel. 01-672 1255 Ext. 4931. Closing date: 9th June 1979.

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**X6—CENTRAL LANCASHIRE**—Turnover approximately £90,000, dispenses nearly 3,000 scripts per month. Living accommodation reconvertible. Freehold property £8,000, goodwill £10,000, fixtures £3,000, stock approximately £10,000.

**X7—LEICESTER**—Suburban Business—turnover £55,000 (1977) profits £10,000 to owner/manager. Dispenses approximately 2,000 prescriptions per month. Property for sale or will grant lease. Total capital requirement including freehold £30,000 including stock £12,000.

**X8—NORTH EAST TOWN**—family business operated from busy shopping area. Turnover for 1977 £104,010 and dispensing around 1,500 scripts per month. Property for sale at £17,000, fixtures and fittings £3,250 and offers are invited for goodwill around £12,500 together with stock at valuation.



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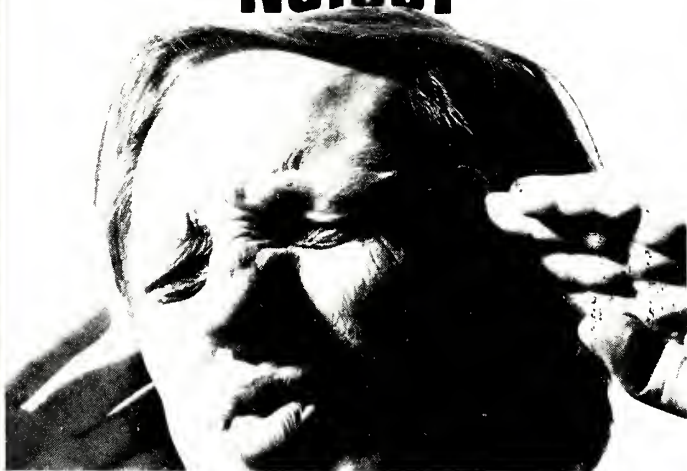
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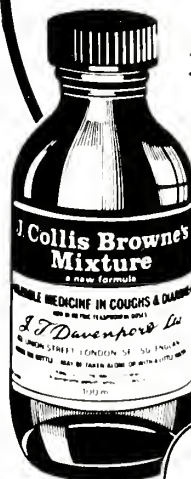
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